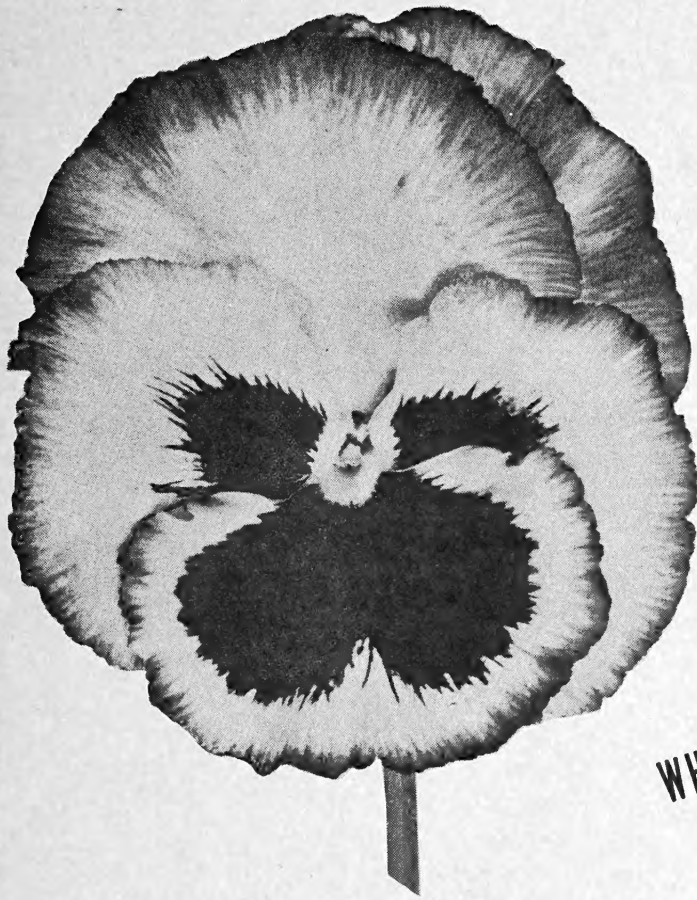


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WHOLESALE PRICES

*Harrold's*

**PEDIGREEED**

**PANSIES**

*for* 1954

Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29

GRANTS PASS

OREGON, U. S. A.



*In a* NUTSHELL

Harrold's Pedigreed Strain

# PANSIES

*Are Your Best Value - Best Buy!*

**AMERICA'S MOST COMPLETE LINE:** A careful examination of the following pages will, beyond a question of doubt, demonstrate our statement that "The Harrold's Pedigreed Strain Line of Pansy and Viola Seeds is America's Most Complete." Thirteen original Harrold introductions and sixty other Pansy varieties, plus eighteen of the best Viola varieties is a presentation equaled by no other Specialist Source.

**A LINE OF QUALITY:** Included in this selection will be found the right variety for your purpose and climate or a variety at a price that will prove to your liking. Several of the varieties offered, it will be noticed, are developed for special purposes and some of these are entirely exclusive with this line.

**BACKED BY EXPERIENCE:** Our founder, C. W. Harrold, who is still actively in charge of development and growing work is the oldest Pansy seed breeding specialist in America. At eighty-three he has devoted more than fifty years to this work. Other members of our staff have been engaged for nearly 40 years in this one operation.

**A MODERN LINE:** Since 1930 more new strains or improvements of older strains of Pansies have been developed and released by our gardens than from any other American Source. These have been widely accepted and used as we are constantly in contact with more than 8,000 professional tradesmen like yourself. The user of our seeds sees the result of all this work but added to the direct development work on the variety we have done much in the development of new methods of production, cleaning, storage and shipping. These are all plus values that are a bonus to you when you use **HARROLD'S PEDIGREED PANSIES.**

**PROFESSIONALLY PROTECTED:** A strict policy has been followed for many years to protect our professional customers. We do not knowingly sell to home gardeners, garden clubs or any other non-professional person or group at these trade prices. Although this is not always a policy universally followed by all seedsmen, we feel strongly that as your work is your living you are entitled to such protection.

**AN ESTABLISHED LINE:** Harrold's Pedigreed Strain Specialties have been nationally advertised at the trade and retail levels for many years. It is among the two or three oldest American Specialty lines in this field. Advertisements have appeared in uninterrupted sequence in some Trade Journals for more than 25 years. In National Magazines more than 3,000,000 copies annually appear with Harrold Pansy ads. In the direct by mail field we distribute several hundred-thousand catalogues, folders and other mailing pieces annually at both the wholesale and retail level. These are produced in our own printing and lithographic department that is completely equipped to do anything from an envelope corner to full color process reproductions. The best recommendation of all is that more than 100,000 packets of these seeds have been distributed during the past few years to professional florists and nurserymen, park departments, large estates, resorts and fanciers in every State, all Canadian Provinces and 18 Foreign Countries. Practically all sales are direct to the ultimate planter.

# Harrold's CO-OPERATIVE SERVICES

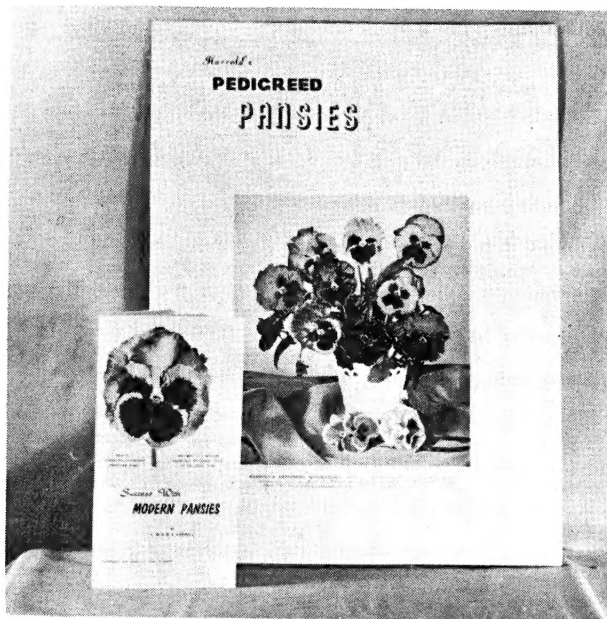
## FREE ADVERTISING

LETTERHEADS - ENVELOPES

BUSINESS CARDS - TAGS

PRICE LISTS

AVAILABLE AT COST



FREE CULTURE BOOKLET & COLOR POSTER

## FREE CULTURE BOOKLETS

This is an ideal advertising piece to make more satisfied customers and to interest more gardeners in your Pansy plants. Handed to the customer at the time he buys plants they will reduce the possibility of complaints and lead the customer to an easy success that will bring him back year after year.

The modest cost of these booklets in unlimited quantity for advertising purposes make them practical for use as mailing pieces to promote your Pansy sales. Their 3½x6 inch size permits their mailing with statements or any other mailing piece where they ride free. They are far more effective than post card mailers because they impart more information.

**THEY ARE COMPLETE:** Expertly written so as to meet practically all cultural questions, their 8 pages is adequate but not too large. Lithographed in color ink on color paper their appearance is pleasing and attractive. They spell out the quality of your product.

**EXCLUSIVELY YOURS:** Our address appears no where on them but **WE IMPRINT YOUR NAME AND ADDRESS ON EACH COPY COMPLETELY WITHOUT ADDITIONAL CHARGE.** They serve **YOUR CUSTOMER** with **YOUR SERVICE.**

## FREE TO YOU WITH SEEDS

With each basic order for \$10.00 worth of seeds of **HARROLD'S PEDIGREED VARIETIES**, those sorts whose variety name is prefixed

by Harrold's, you receive 20 copies without charge. With each additional \$1.00 of seed order two additional copies will be supplied. If you grow and sell Harrold's Pedigreed Varieties you may have **UNLIMITED QUANTITIES** of these booklets at \$2.25 per 100; \$20.00 per 1,000; 5,000 for \$80.00 imprinted with your name.

**SAMPLE COPY FREE ON REQUEST**

## COLOR POSTERS

A stock item now at all times. Produced by the latest photographic-printing process on a new, high-luster material, these show the most modern type Pansies attractively.

**FREE** - A copy with your basic \$10.00 of order for Harrold's Pedigreed Originations and another with each added \$10.00. Copies may be purchased at 25¢ each; 5 for \$1.00; 25 for \$3.00 postpaid.

## OTHER PRINTING

Modern printing and lithographic service at cost available to you.

As far as production time is available we will produce this material for our customers in the promotion of their horticultural sales. Business Stationery, office forms, shipping room forms, pricelists, catalogues or form letters. For quotation supply definite outline of work desired. No obligation.

This catalogue is lithographed.

Continued From Preceding Page

**YOU BENEFIT:** This experience, background and acceptance all is favorable for your practical use of seed items from this complete line. It has resulted in a fundamentally sound product, a product widely known and best of all we have through years of publicity in both the professional and retail trade developed a pricing structure that is sound. Thousands have been made aware of the existence of better Pansies that are available at a price assuring the grower a profit. We will gladly send you a copy of our retail catalogue demonstrating this feature on request.

## SELECTING AND GROWING

**HARROLD'S Pedigreed Strain PANSIES****Easily Grown Almost Anywhere**

**In Bloom For Months In Most Climates  
Hardy Practically Anywhere**

The experience and breeding that has gone into the development of this Harrold's Pedigreed Strain line of Pansies affords you the ultimate in variety and quality in this ever popular group of plants. Every bedding plant retailer needs good Pansies each spring and always finds them one of his most popular and profitable items. They are easily grown with a minimum of equipment and with few exceptions are perfectly hardy in outdoor cultures anywhere in the U. S. A. and most of Canada.

With the exception of our Harrold's Pedigreed Cut-Flower Pansies **TALL SELECTION**, all the varieties offered in this catalogue should prove suitable for wintering in outdoor beds or cold-frames. In severe climates, good drainage, soil loose enough to prevent heaving from freezing and a light mulch should see your plantings through the winter easily.

**PLANTING SCHEDULES**

We are enclosing a card hanger which gives a basic outline of the usual planting schedules followed by most commercial growers. You may want to vary this some to meet your own requirements but it will be found to be a rather generally applicable schedule for those growers who are new producers. We have punched this card so it may be hung in a convenient spot in your workroom to remind you of this schedule.

**GROW MORE PANSIES**

If you have not already been growing Pansies you will find them to be a very valuable line with your other bedding plants. You will find Harrold's Pedigreed Pansies the most desirable to grow. The line is so complete, (The most extensive in America) that no matter what your requirements are some of the varieties will fill it best.

If you buy seedling plants, ask your grower to supply you Harrold's Pedigreed Varieties or better still contact him now and place your seasonal order for Harrold's Pansies so that he will be sure to have enough for you.

Where you plant and produce your own seedlings, be sure to plant enough to meet the brisk demand. If you have not been planting the seeds for your requirements, try some this year. You'll find it is not as difficult as you may think and there is a good profit in this home culture, not only from the cost of the plants but also from the saving in transportation costs. As we have all learned these past few years, quite often, the saving of transportation costs alone gives a pretty fair profit in producing many items we once bought as finished material. This is especially true if you are situated where you have to ship over a considerable distance.

**FREE CULTURE BOOKLET**

Our booklet "MODERN PANSIES" Their History, Culture and Habits will accompany all orders for seeds or plants. This gives complete information needed for your success with Pansies.

**THE VARIETY TO SELECT**

The selection offered in this catalogue is the most complete made by any grower of seeds or plants. At first glance the mere scope of the selection may be confusing but each variety has its own characteristic and use.

In mixtures the price range to some extent is an index to the capabilities of the variety as to the size of flower and richness of color range. The more costly are the more highly bred and more recent of introduction. There are colors and combinations in these varieties that are not included in the older and less costly sorts. From the standpoint of quality, however, all Harrold's Pedigreed Strain varieties are grown to a quality not a price.

**BEDDING MIXTURES**

In general there are two distinct groups of these. The so-called **EXHIBITION GROUP** is the largest flowered generally and the most useful where mass plantings in the most showy colors viewed from a distance is desired. The color formulas usually are of lighter shades that show to brilliant effect and this brightness is enhanced by the fact that this group has a characteristic smaller center blotch and develops more of the self (plain colors) than the fancy group.

The **FANCY GROUP** gives truly giant flowers in the darker and more velvety shades. The center blotch is large, covering three and sometimes all five petals over as much as half their area. The general effect is much darker on overall color tone and so at a distance this group does not show so brilliantly. However, when viewed as individual plants or where planted in spot plantings about the garden they are most useful and attractive.

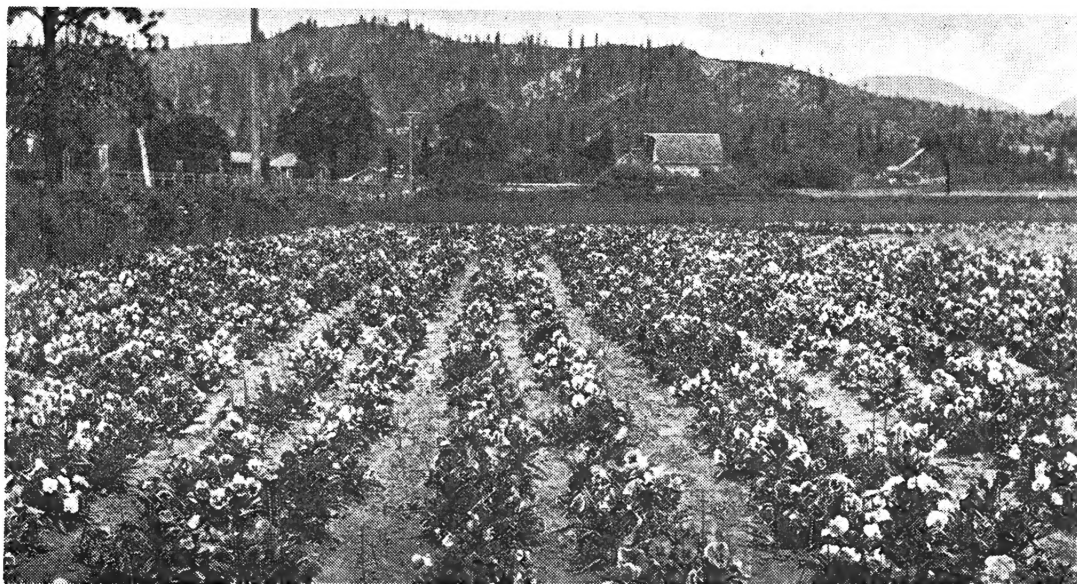
**EXHIBITION MIXTURES**

We consider our Harrold's Pedigreed Giant Art-Shades to be the largest flowered in this class and the most desirable. The color range is modern and in every way these meet the most popular demand. Our Harrold's Pedigreed Giants are an older strain, the parent strain of the Art-Shades and are considered still by many of our gardening customers to be most preferable.

**FANCY MIXTURES**

This year our new introduction, Harrold's Pedigreed American Giants, of course heads the list in this class. This is followed by our Harrold's Pedigreed Swiss Giants which has been our top strain in this group for several years. Harrold's Improved Swiss is an old standby preferred by many since its introduction back in the '20's.





A view of one of our Pansy seed production fields at the early harvest period. In order to maintain strain quality and a good color range growing must be done in acreage blocks as small operations limit quality selection. All mixed seeds are formula blended from harvest lots spread over several weeks so as to insure a uniform range of colors and to adjust for varied ripening time of the different shades. Experience is the foundation of quality.

### COMBINATION MIXTURES

**C. W. HARROLD'S PRIVATE BLEND** tops the list in this class and was our 1949-50 novelty introduction. We suggest a careful examination of its description farther over in this booklet. Harrold's All-American Bedding Mixture is another combination mixture that merits attention by the gardener who is interested in as much variety as possible in a single sort at an economical price.

### NOVELTY MIXTURES

We afford a selection of several of these that are developed either with a special growing condition in mind or a special color range that adds variety and enjoyment to your gardening. Certainly these several varieties merit your consideration.

### FORMAL COLORS

This group of separate color selections are ideal for planting beds or borders that are to carry out a specific color scheme and they are the cream of this type of stock to be obtained. All are as true to color as any stock commercially available but where strict color uniformity is desired over-planting and selection will be required as no Pansy plants grown from seed may be depended on to be 100% true to shade or even color. Generally color uniformity will be true from 80 to 90% but we suggest that over-planting of 25% or more be practiced and selections made for planting as the first blooms appear on the plants.

**Select Several Types For Variety  
And Full Profit**

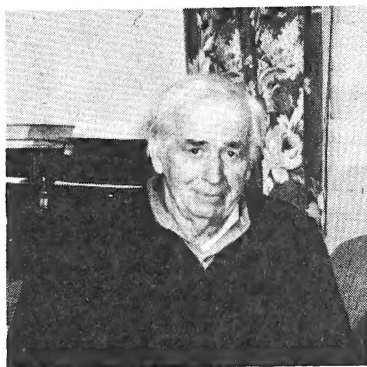
### WINTERING PANSIES

Pansies and Violas are much hardier than many gardeners realize. They will winter outdoors in most sections of the U. S. A. and Canada with little or no protection. Where temperatures normally don't go below 15 degrees above zero it will be found that protection is of little need and mulching in wet climates is to be advised against.

Plants that are to winter in open beds where temperatures below 15 degrees is expected should be planted by Aug. 20th and transplanted as soon as they have 6 to 8 leaves into the beds where they are to winter. This will probably be by early or mid-Oct. No protection should be given until the bed is frozen, then evergreen boughs may be turned up-side-down over the bed or a light mulch of straw or marsh hay applied. This is left on until the spring thaw and should not be so heavy but that some of the leaves are visible. The purpose of a mulch of this kind is not to raise the temperature of the bed but to slow down the freezing and thawing cycle that may kill the plant by "spewing", causing damage to the roots. This is the only danger and not the cold itself.

Beds where Pansies are to be wintered must have good drainage as the combination of cold and wet feet may prove fatal and if not will certainly damage the plants, causing small flowers and weak growth the following spring.

Wintering in cold-frames may prove less troublesome and more certain although with a little care it is not a necessity. You can have very satisfactory Pansies with reasonable attention to details as outlined in our culture booklet sent with each order.



C. W. HARROLD

Observations from -

# A PANSY BREEDERS NOTEBOOK

Reviewing more than half a century of work with Pansies one begins to realize how much and how little has been accomplished. Great strides and improvements have been made but there are many still desirable projects for the future. I have been privileged to personally see and take part in a greater span of this work, probably, than any now living grower who has specialized in it. It is possible that this experience affords a background for some observations that may be of interest and possibly some value.

Watching, year after year, the comments, questions and problems of thousands of professional and home gardeners, it is forcibly demonstrated in a great many cases, that much misunderstanding about Pansies prevails. Here are some of the most common -

## THE MYTH OF THE "ONE BEST"

In spite of the often made claim that some one variety is the only "best" variety or strain and universally applicable, I have found no single variety or strain that will prove best in all situations or in the hands of every grower. It would be much simpler if this were true. We could reduce our breeding and growing efforts a great deal were it possible to produce such a variety. It not being true, however, has lead us to try and develop a variety that would meet any cultural situation, color preference, market preference or the desire of most any grower in a practical manner - a variety selection that can become a co-related part of America's most complete line of Pansies. In most cases the descriptions on the following pages will give you enough information on each variety so you may determine which best meets your need and if not we shall be glad to advise you if we know your requirements.

## THE MYTH OF EARLINESS

Possibly half a dozen varieties are advertised as being the "earliest" flowering. It is obvious, of course, that all can not be and it is also obvious that to a great degree "earliness" is controlled very much by the culture given and the time of planting. It is true that a few varieties will bloom in a shorter number of days from time of planting. It is also true that a different planting and cultural schedule may bring a more salable variety into the market just as early with greater profit to you. In some cases the breeding to shorten the time between planting and blooming date has reduced the color range, size and habit

characteristics of once popular varieties. The mere claim of earliness can not be accepted as an unquestioned merit. In my work I have endeavored to develop strains with a minimum practical maturity span without detracting from the value and quality of the product.

## THE MYTH OF "FRESH CROP SEEDS"

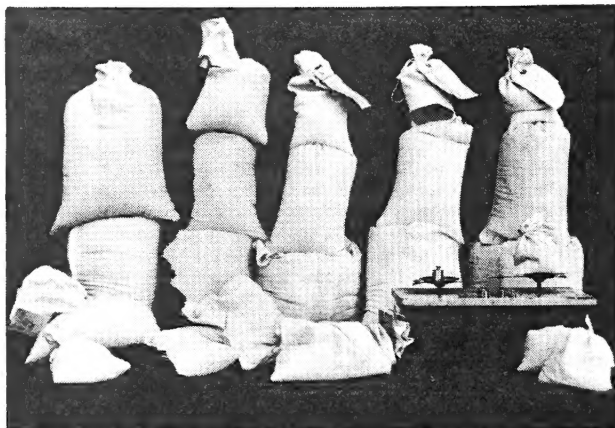
Every year we receive many orders specifying new crop seeds. Whenever we can do so without unreasonably destroying our color formulas we try and comply with this request. We are fortunate in that we do have a cultural situation that permits this on the Harrold's Pedigreed originations to an extensive degree. On other varieties we are in the same position, in many cases, that all suppliers are in. Namely, the harvesting of these seeds simply is not early enough to meet American major planting dates. Some imports are not delivered until December to January.

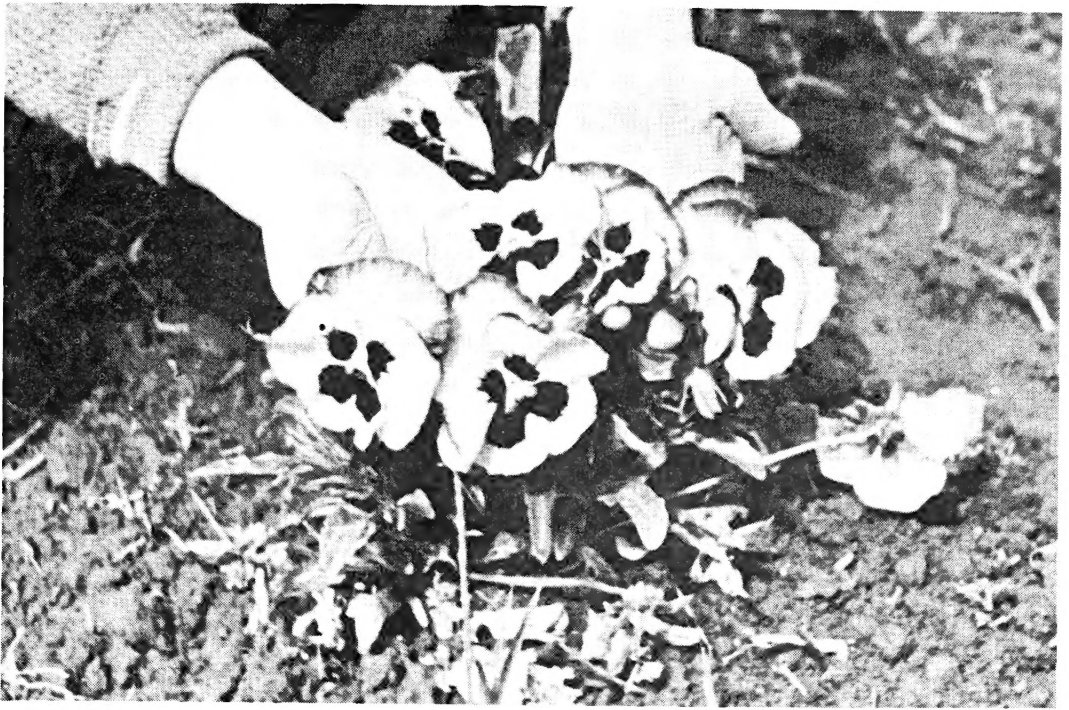
In the routine of things, new crop seeds are not an essential and in most cases no advantage unless the customer wishes to store the seeds for several months rather than planting them at once on arrival. All seeds do better if the natural curing time and methods are considered and much hastening of this can only lead to damage to the product.

Pansies will volunteer very easily under completely natural conditions and using this as an illustration, you can better understand this process. Seeds that scatter from the plants in May, June, July and August usually lay on the surface of the dry soil and sprout readily with the first fall rains. Growth under these conditions is rapid and a sturdy plant results. You have probably noted too, that Pansies, like all perennials, grow much easier and faster when nights begin to cool.

Now contrast this with the insistance for new crop seeds which are harvested in June, rushed into the ground in July under artificial culture and

THIS IS A PICTURE OF THE BLENDING STOCK that goes into a single Harrold's Pedigreed mixture. Each individual lot has come from a separate harvest picking or separate cultures giving assurance that a more uniform formula mixture will result. We know of no other similar production schedule so widely varied and so well adapted to the maintenance of quality and stability.





This seed parent in one of our seed fields demonstrates the compact, free flowering habit of our Harrold's Pedigreed Strain Pansies. Compare the adult hands. This gives an idea of the flower size and plant habit with good culture. Note that the flowers are well shaped, nearly round with good substance. Six or eight plants like this in a basket looks like a dozen or more of the kind with a single bloom on them and they sell twice as well.

expected to germinate and grow well. Sometimes they do but they can fail unless the grower, as we do, has the checking of germination under laboratory control and holds each lot until it has proven to be properly cured.

There are other factors which are often overlooked in this new crop seed theory and an explanation of them may interest you.

We have developed good storage conditions that we have demonstrated to be capable of holding within 5 to 8% of original maximum germination into the third season of storage. This being the case, the season following harvest shows practically NO reduction in germination for at least 18 to 20 months after harvest. In fact a warehouse lot of Pansy seeds properly stored may show a germination test the following July or August that is better than that of the new crop that has been picked only 4 to 6 weeks.

**NOT ALL COLORS RIPEN AT THE SAME TIME** so for that reason blending of a full seasons harvest is the only assurance of a proper color blend. Yellow shades in general bloom and seed earlier and more prolifically. Were we to send you seeds all from the first week or two of harvest you would complain about the color blend. As other colors progressively ripen the color blend changes.

**THE HARROLD ANSWER** to this problem is formula blending of fresh seeds of the early harvest with seeds of the former late harvest so as to give you a balanced, proper color range. It is the only way it can be done. And, when the seeds are, as ours are, kept under germination control there is no problem of viability. We know that the seeds as they leave here are capable of good production. That is why every one of our seed packets carries a serial number.

**OUR COLOR MIXTURES ARE BALANCED AS FORMULATED:** Every lot from which we ship seeds is compounded from not less than 6 and sometimes as many as 15 various lots through the harvest. This depends on type of mixture and its character. The wider the range of color and types the more blending must be done for balance.

## RESULTS CAN VARY

Despite all care in producing the seeds, protecting the viability and color, there are of course still factors which can upset this carefully planned seed breeding and these mostly occur in the culture you may give.

The most common cause of trouble with color blends when planting these Harrold's Pedigreed seeds develops from poor germination. We base our color formulas on an anticipated production of 10,000 plants per ounce. We have had growers report as many as 19,000 plants from an ounce. We consider the former figure as a fair average and therefore use it as a standard for formula. A production near that rate will give about the intended color range. If you can get more plants your color will be better because you will retain many of the finer colors that are produced by plants with less rugged habits. If, however, your production falls seriously below that figure a larger number of your plants will be the more hardy Pansy predominants - yellow, blue and purple, and you will probably be dissatisfied with the color range. This is a serious consideration in evaluating any mixed color variety and a hazard in such culture.

The planting of separate colors is but a partial answer to it. For one thing, because of the necessary close roguing to color and type standard, the seeds grown as separate colors will seldom produce the bloom size that is found in similar colors in the better mixtures. The demand for separate colors is not large, usually no more than 10% of the total demand so you can't afford to devote too much facility to them.

**OTHER QUALITY VARIABLES** may lie in the culture and situation given. Wet feet from poor drainage in winter as well as heaving that breaks the tap root, caused by freezing of a too tight soil will result in dwarfing of the flowers and in severe cases the loss of the plants. For large flowers an adequate food supply **MUST** be supplied. These factors are all covered in our culture booklet that comes with each order.

**Their NEW**  
**HARROLD'S PEDIGREED**  
*American Giant*  
*Pansies*

NEW COLORS

GIANT SIZE

LONG STEMS

EARLY FLOWERING

ROBUST <sup>A</sup><sub>N</sub><sub>D</sub> HARDY



This new race of Pansies will certainly please those fanciers who prefer their Pansies large in size, deep in color and velvety in texture. We feel proud to offer them as our fiftieth anniversary introduction. Description of necessity must be a comparison of some sort that many gardeners know. In this instance the most widely known strain of similar type would be the popular "Swiss" types although this new race is much improved and a decided step forward in the development of "Fancy Type" Pansies. As much so as the "Swiss" race was at the time of its introduction.

The plant habit of these Harrold's Pedigreed American Giants is compact and robust bearing flowers with exceptionally long stems well above the foliage. They have foliage of bright green with huge leaves and the plants have proven to be of the hardiest constitution. They winter well, bloom early in spring after the winter rest and continue to bloom well into the hot weather. In fact they stand heat the best of any Pansy we have grown. Because of this a planting made in early spring right where the plants are to bloom usually results in an attractive bed right through the summers heat followed by a brilliant display as the cooler fall days come. Well resistant to the very few pests and diseases that affect Pansies.

The flowers are very large - on a par with our famous Harrold's Pedigreed Giant Art-shades - but the velvety deep tones set them apart from most other Pansies. There is a predominance of red in the color blend with many deep red shades or multicolor flowers that have red in the color combination. Blue and purple are of course represented in moderate numbers but it is the bronze and pink shades that attract the attention. Yellow is of course present but in balanced proportion and there is practically no white. Self colors have not so far developed to a noticeable degree in this mixture. Many multicolor combinations, however, are entirely new. The seed and test beds of this variety have been a center of attraction in our nursery for the past two years.

**NEW REDUCED PRICES THIS YEAR**

**SEEDS:** Per Trade Packet, about 1,000 seeds, \$1.75; 1/8 oz. \$3.25; 1/4 oz. \$6.00; 1/2 oz. \$11.00; 1 oz. \$22.00; 2 ozs. \$37.50; 3 ozs. \$49.50; 4 ozs. \$56.25; 8 ozs. \$112.50; One Pound \$225.00.



*Harrold's*

## ATOMIC DAWN

Because of restricted production potential this variety has not, and probably will not be available in large quantity. For that reason it was offered in but limited amounts in last summers catalogue.

Strictly a novel blend of rather soft colors in shades of pink, lavender, delicate blue, light gold and carrying many pastel shades entirely new to Pansies. The poly-chrome bronze shades are especially striking although a bit vagrant in number due to the particular characteristic of these types. Many flowers are heavily ruffled. Size is medium giant with a hardy plant habit.

**SEED PRICES:** Trade Packet, about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$4.00;  $\frac{1}{8}$  oz. \$7.50;  $\frac{1}{4}$  oz. \$14.00;  $\frac{1}{2}$  oz. \$25.00; 1 oz. \$47.50.

*Harrold's*

## SUNSET GIANTS

Another blend in a special color range which has had much popularity since its introduction several years ago. As these shades are mostly of limited reproduction we have not been able to get this blend onto a commercial quantity production. Mostly of Sunset Shades of orange, red and gold these make a bright colored stock for borders or mass bedding. The plant habit is quite hardy and unusually robust for these shades. Flower size is medium giant and of quite round form, some with moderate ruffling.

**SEED PRICES:** Trade Packet, about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$4.00;  $\frac{1}{8}$  oz. \$7.50;  $\frac{1}{4}$  oz. \$14.00;  $\frac{1}{2}$  oz. \$25.00; 1 oz. \$47.50.

*Harrold's Pedigreed* CUT-FLOWER PANSIES

These have been another type that we pioneered having introduced the first commercial strain in 1930 and we believe that these were a "first" for us. There are two distinctly different types offered here, each has a specific use.

## TALL GREENHOUSE TYPE

These are the tall growing strain - plants often reach  $4\frac{1}{2}$  feet under glass and reports of 4 foot plants have been made on open garden culture. For Cut-flowers this affords flowers with extremely long stems (10 to 16 inches) and the flowers are quite large though not as large as the best bedding sorts. Color range is the best of any of the tall strains that we have tested and with proper culture they afford an interesting subject. The plants of this variety is not equally hardy with other Pansies as freezing of more than 10 degrees will damage them and 20 degrees of frost will prove fatal. Recommended for outdoor culture only in mild climates or for spring planting; of most interest to the greenhouse operator.

**SEED PRICES:** Packet about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00;  $\frac{1}{8}$  oz. \$9.00;  $\frac{1}{4}$  oz. \$17.50.

## HARDY OUTDOOR TYPE

This was our Original introduction. Growth is rather low but under glass the flowers are large and on stems 8 to 12 inches long. Color range is as varied as a good bedding variety and the plant is just as hardy and may be outdoor grown in the same manner. Flower stems will be somewhat shorter when grown out of doors than they will be when greenhouse grown - and these are suitable for the greenhouse. We have many customers who grow them in the greenhouse during the winter and also have cold-frame plants coming along for early spring cut flowers. They do make attractive bouquets that stand up several days after cutting.

**SEED PRICES:** Packet about 500 seeds, \$1.50;  $\frac{1}{16}$  oz. \$3.50;  $\frac{1}{8}$  oz. \$6.50;  $\frac{1}{4}$  oz. \$12.00.



OUR NOVELTY  
1949 - 50

*C. W. Harrold's*  
**PRIVATE BLEND**

A most descriptively named blend for it has been the personal project of our founder and is the result of much of his specialized work over the past 52 years. In the sense that it is not a strict type strain it is truly a BLEND for the basic stocks come from a number of bloodlines.

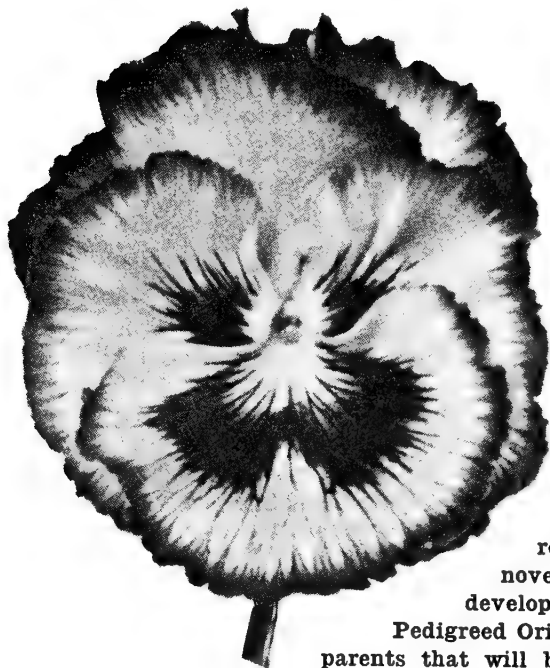
Much of the basic work on these goes back 25 years and more and as early as 1929 we were working with many orchid and pastel colored breaks that have in recent years been given names and claimed to be hybrids. As early as 1940 we believed that we had a stock that was satisfactory and we did offer it under the name Harrold's Pedigreed Giant Art-Shades - Orchid Selection. It was at that time about on a par with many of the present offerings in this class. However, after three years in the hands of home gardeners and professionals we were not satisfied with the results it was giving and so withdrew it from our line. Its principle faults, as has been the fault of most of this class, was that it wind and sunburned and had a bad tendency to fade out in hot weather. This type of stock is probably as near the albino of the Pansy as you will find and it has demonstrated the same weaknesses in its early development that albino animals do. I would hardly consider it a Hybrid as mostly it appears to have been developed from natural breaks through selective work and a small amount of hand pollination. As far as we know it is not the result of normal commercial hybridization technique.

Now, after four years of rather wide distribution we believe that this particular strain has demonstrated a good garden characteristic and ruggedness. That it is a practical sort that is a good item in any line where a better novelty color range is desired. It grows well without undue babying and stands sun, wind and heat in a practical way. There are many new and interesting shades and markings represented in the range that probably carries over 800 colors, shades and markings. Many have not been released before except as a part of our Harrold's Pedigreed Novelties. Most notable are the soft pastel and poly-chrome shades with lightly penciled throats overlaid by shades of brown, maroon and orange. Usually the ground colors of these flower types are pastels of orchid, lavender, cream-pink, terra cotta and heliotrope. For color contrast about half the blend is of deeper shades but the overall effect of the mixture is a light color range.

**NEW REDUCED PRICES THIS YEAR**

**SEED PRICES:** Per Trade Packet, about 1,000 seeds, \$2.00;  $\frac{1}{8}$  oz. \$3.75;  $\frac{1}{4}$  oz. \$7.00;  $\frac{1}{2}$  oz. \$13.00; 1 oz. \$25.00; 2 ozs. \$40.00; 3 ozs. \$51.50; 4 ozs. \$62.50; 8 ozs. \$125.00.

# Harrold's Pedigreed NOVELTIES



The seeds sold under this name are a blend composed of surplus from our breeding and development work, therefore the supply is always limited. The name has remained constant since this stock was first offered in the early '30 s but the seeds contained in the formula is different from year to year. Because of this they can not be priced as ordinary seeds but are offered and recommended to the fancier who is looking for novelty. The mixture does contain much that may develop similar to the better of the other Harrold's Pedigreed Originations. It also contains crosses made on these parents that will be different and interesting. Generally it is a type of seed not usually available to the public.

Any attempt to describe the coloring, type or form is impossible because of the very wide range of parent stock and the fact that the seeds supplied last year may not even resemble the blend supplied this season. The considerably reduced picture above shows but one of many unusual markings to be found in this blend. An effort is made to include only those stocks that maintain a high standard of form, substance and hardiness so they will be satisfactory under general garden culture.

**SEEDS:** Trade Packet of about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00;  $\frac{1}{8}$  oz. \$9.00;  $\frac{1}{4}$  oz. \$17.50.

## Harrold's Pedigreed POT PANSIES

As far as we know this is an exclusive type with the Harrold's Pedigreed Line and was introduced by us back in the '30 s. It has had fair popularity, as good as any special purpose type ever has, because of its special application.

The photo shows a young plant in a 4 inch clay pot giving some idea of its compact habit and large flower size. It is very usable in window boxes, urns or large pots but its season of prime display is relatively short though enjoyable. In type and color range it is a blend to formula and contains all types and colors.

**SEED PRICES:** Trade Packet, about 500 seeds, \$2.00;  $\frac{1}{16}$  oz. \$5.00.



*Harrold's Pedigreed*

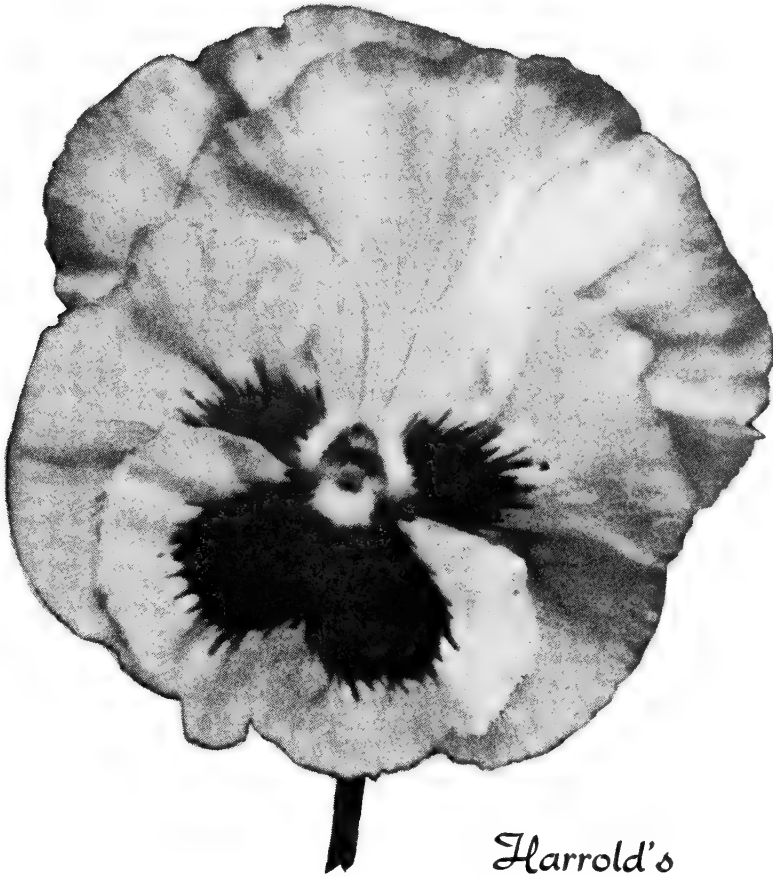
# GIANT ART-SHADES

We consider this to be **THE FINEST EXHIBITION** type of Pansy available today. With good culture the flowers are extremely large (we have had them 5 inches across in the seed production fields) with excellent substance. They are probably the earliest flowering of the real giants and the coloring is very brilliant. Normally there are more than 500 color combinations and markings in this mixture with many pastel shades as well as pure, deep colors. The markings, typically Exhibition, range from self colors through the dainty penciled to the tri-color blotches having a veritable rainbow of color in a single flower like the one illustrated below. Plant habit under good culture, is equally robust and this variety is hardy under reasonable treatment anywhere in the United States. For mass bedding these are not excelled because of the brightness of the color range. At the same time many unusual specimens may be selected from the mixture for the individual spotting of color in the garden. Flower stems are quite long and stiff making good bouquet material. These are an improved progeny of our Harrold's Pedigreed Giants listed on the next page.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.50;  $\frac{1}{4}$  oz. \$4.75;  $\frac{1}{2}$  oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.







GIANT SIZE  
VERY HARDY

*Harrold's*  
**PEDIGREED GIANTS**

Introduced by us in 1929 this variety remained at the top of the list of **EXHIBITION TYPE** Pansies until superceded by its progeny the Harrold's Pedigreed Giant Art-Shades. Among our professional customers it has retained its popularity because of its satisfactory performance and the reasonable cost of the seeds.

The flowers are very large when given good culture in a suitable situation and the plants are compact, robust and with good hardiness. They bloom among the very first in the spring and continue well into the summer if a bit of care is taken to see that they have adequate food and water. The color range is satisfactorily varied and the flower markings are typical of the Exhibition group. Many self colors as well as penciled and small blotched centers are included. Many flowers over 4 inches are usually produced with good culture.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.25;  $\frac{1}{4}$  oz. \$4.00;  $\frac{1}{2}$  oz. \$7.75; 1 oz. \$15.00; 2 ozs. \$28.00; 4 ozs. \$40.00; per pound \$150.00.

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**MODERN PANSIES - By C. W. and M. E. Harrold**

In order that you may grow Pansies easily and more satisfactorily we issue a comprehensive culture booklet under the above title. As far as we know this is the most complete treatise on Pansy culture now in print comprising some 7,000 words of text describing the history and habits of Pansies as well as the most minute cultural detail both for the home gardener and the commercial grower producing plants in quantity. This booklet is **FREE WITH EVERY ORDER** for either Pansy or Viola seeds or plants. Those desiring the booklet alone may obtain a copy by remitting **TWENTY-FIVE CENTS IN COIN**. It will be sent postpaid.

THIS HARROLD'S PEDIGREED SWISS GIANT is quite typical of this variety in form and marking. Reproduction is about natural size of the flower photographed.



## *Harrold's Pedigreed* **SWISS GIANTS**

Until the introduction of our Improved Fancy Type Pansy, Harrold's Pedigreed American Giants, this was our top "FANCY" type Pansy. These differ from the "exhibition" type in characteristic coloring and markings as you can see from the picture on this page which shows a rather typical form.

In "Fancy" type Pansies the center blotch is usually quite heavy and covers a half or more of the three bottom petals; sometimes all five petals. The ground colors are usually different in character and tonal range even in those having lighter center blotch and it is to be recommended that for the greatest variety that you plant both types or use a blended mixture that contains both.

The flower size of these is very large and plant habit robust. They are as hardy as any bedding giant and flower stems are pleasingly long. Flower substance is very good. Flower color range is in darker shades than Exhibition varieties and many red, bronze and brilliant dark yellows are included. For variety we suggest that these and Harrold's Pedigreed Giant Art-Shades both be used.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.50;  $\frac{1}{4}$  oz. \$4.75;  $\frac{1}{2}$  oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.

## New Novelties & Late Introductions

The novelties listed on this page will be of interest to the fancier and those who like to try the new ones. All are of recent development or improvement and in several instances they are exclusive to our line.

VARIETY	Seed Prices	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.
<b>REMBRANDT:</b> (Masterpiece) Of medium size and free flowering these have heavily curled and ruffled flowers. The color blend carries lots of pastel pink, buff, orchid, apricot, cream and rose.		\$1.25	\$3.00	\$5.75	\$11.00
<b>SUNRAY:</b> (Giant Bedding) A free flowering rather small flowered type with a novel ray effect in the flower markings. Color range mostly in lavender, purple, orchid, yellow and reds. Markings contrast or complemental.		1.00	2.00	3.75	6.50
<b>ELK'S BEAUTY:</b> The nearest thing in color to Elk's purple in Pansies although it is somewhat darker. Very large and of medium heavy substance. A Maple Leaf type.		1.50	3.50	6.00	11.00
<b>MOON MOTH:</b> (Jumbo) A large white with dark blue throat penciling. Some inclination to yellow breaks.		1.00	3.25	6.00	11.00
<b>FELIX:</b> A mixture of medium sized flowers all having a characteristic yellow face usually consisting of black or maroon penciling on a yellow ground with an outer zone of color usually red, blue, bronze or yellow.		1.00	2.00	3.75	6.50
<b>WENDY:</b> (Peter Pan) These Peter Pan types come from the same base stock as the popular Pansy America. This one is a soft porcelain or china blue that we like better than the Delft Blue in the regular separate color list.		1.50	3.50	6.00	11.00
<b>TINKERBELL:</b> (Peter Pan) Many brilliant orange-bronze shades. Rather a flat flower form.		1.50	3.50	6.00	11.00
<b>CLARET:</b> (Giant Swiss) A shade in a popular red range. Lighter and more brilliant than Alpenglow there are several closely related shades represented. Usual Swiss habit.		1.00	2.25	4.00	7.75
<b>HARMONY:</b> (Improved Swiss) A compact ruffled form of this popular fancy type. Most of the flowers carry the characteristic heavy center blotch with distinctive contrasting colors around the blotch. A round flower form with heavy substance. Color range is quite rich.		1.25	3.00	5.50	11.00
<b>STRAWBERRY ROSE:</b> (Giant Swiss) With us this sort, while somewhat similar to Raspberry Rose, carries a lighter color and a bit more pink - less inclined to become magenta with age and it seems to fade less in hot locations. Characteristic large center blotch.		1.50	3.50	6.00	11.00
<b>FIESTA:</b> (Giant Swiss) A range of bronze shades in this popular Swiss group. More orange-brown than Firebeacon with an occasional blue bronze tinge.		1.50	3.50	6.00	11.00

This group of varieties will be in limited supply this season and in some cases for some time to come. When ordering them please state whether we may hold order for availability from 1954 harvest in the event that harvest does not keep up with the demand. We have modest quantities now in stock on most of them but if past experience is worth anything, the demand will probably exceed supply for a time once the planting season gets started; at least on some of them. We'll do the best we can to be prompt. Packets about 750 seeds.

## FREE AIR MAIL SERVICE

As has been our practice for more than 20 years we will ship your seed order to you by Air Mail without extra cost providing it is for \$3.00 or more, is accompanied by full remittance and arrives by Air Mail. This covers all seeds except those that are listed at less than \$5.00 per ounce in ounce quantities. Up to 500 miles Air service is of little benefit.

Air service on material other than seeds can be supplied but costs are high - starting at 60¢ a pound and going to as much as 80¢ a pound by Air Post. Air Express rates are still higher.

## Harrold's ALL-AMERICAN BEDDING MIXTURE - -

This is a popular priced blended mixture - 80% from Harrold's Pedigreed originations and 20% from the best of many standard varieties that we grow or handle. This is a very useful general purpose mixture and is outstanding in value. Highly recommended for general bedding with giant flowers of most varied coloring. Plants healthy and hardy.

**SEED PRICES:** Trade Packet, about 1,000 seeds, \$1.00;  $\frac{1}{8}$  oz. \$2.00;  $\frac{1}{4}$  oz. \$3.25;  $\frac{1}{2}$  oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

## Harrold's FORMAL COLOR PANSIES

These formal colors are all useful for borders or bedding where it is desired to carry out a color scheme or design. This group is all American Grown seeds of the largest flowering stock in these colors available. It should be remembered that NO separate color Pansy variety will come 100% true to color from seed (usually 80% or better) and that for a true color planting it will be necessary to over-plant and select the plants when in first bloom to set your separate color bed.

VARIETY	Seed Prices	Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
<b>HARROLD'S AZURE GIANTS:</b> The finest and most popular intensely blue Pansy. This one is very popular. ....	\$1.00	\$2.25	\$4.00	\$ 7.75	\$15.00	
<b>HARROLD'S GOLDEN GIANTS:</b> The finest deep golden yellow with large dark brown or black blotch. ....	1.00	2.25	4.00	7.75	15.00	
<b>HARROLD'S RUBY GIANTS:</b> Shades of deep garnet and mahogany red in a fine range. Usually a dark center blotch. Striking wherever grown. ....	1.00	2.25	4.00	7.75	15.00	
<b>CORONATION GOLD:</b> A fine golden yellow, usually self, with an apricot orange tinge in the center. Lightly penciled centers on some flowers. ....	1.00	1.75	3.00	5.50	10.00	
<b>DELFT BLUE:</b> Soft porcelain blue. A delightfully delicate shade. ....	1.00	2.00	3.00	5.50	10.00	
<b>PAY DIET:</b> A large golden yellow with slight center blotch or in some flowers only black penciling. ....	1.00	3.00	6.00	11.00	20.00	

### SWISS GIANT TYPE SEPARATE COLORS - American Strain.

<b>ALPENGLOW:</b> Select dark red shades. Harrold's Ruby Giants are better in size and color range. ....	1.00	1.75	3.00	5.50	10.00	
<b>BLACK KING:</b> Most of the flowers are nearly black but like all blacks they show a maroon or purple cast under some light. ....	1.00	2.25	4.00	7.75	15.00	
<b>BLUMLISALP:</b> A soft pink to magenta-rose shade with velvety blotch. Originated in Europe. These shades vary some with light situation. ....	1.00	2.25	4.00	7.75	15.00	
<b>FIREBEACON:</b> Wallflower orange-red with velvety blotch. More brownish red than Alpenglow but not a true bronze. Bright. ....	1.00	2.00	3.00	5.50	10.00	
<b>BERNA:</b> Giant velvety violet-blue with bluish-black center. The plants are compact and stand up in hot situations. ....	1.00	2.00	3.00	5.50	10.00	
<b>LAKE OF THUN:</b> Sometimes listed as Thuner Sea or Ulswater Blue. A lovely shade of brilliant blue. Harrold's Azure Giants are better. ....	1.00	2.00	3.00	5.50	10.00	
<b>ORANGE GIANT:</b> A fine pure orange at center shading to apricot at edge of the flower. Undoubtedly the best of this shade. ....	1.00	2.25	4.00	7.75	15.00	
<b>PURE WHITE:</b> The finest pure white Pansy. Fragrant and lightly ruffled. Striking when planted with Harrold's Azure Giants, Coronation Gold or Orange Giant. Try the first combination for marketing in baskets. ....	1.00	2.00	3.00	5.50	10.00	
<b>RASPBERRY ROSE:</b> A soft raspberry pink varying from light blush to maroon-pink during the bloom span and from varied garden situations. Velvety wine colored blotch. ....	1.00	2.25	4.00	7.75	15.00	
<b>RHEINGOLD:</b> Deep yellow with dark blotch. Harrold's Golden Giants are better in this color class. ....	1.00	2.00	3.00	5.50	10.00	

TRADE PACKETS contain about 1,000 seeds.



## OTHER GIANT PANSIES - *Mixed Colors*

This group includes practically all the other Pansy mixtures that have any popularity or vogue in America either nationally or sectionally. It is offered for the convenience of our customers so that they may procure their preferred varieties from a single source with the convenience of one order and also to round out and make complete the Most Complete Line of Pansies in America. The source of these seeds vary. Many are from original sources while others are the product of our own growing work from stock seeds of the originators production; others are from reputable specialist growers that are reliable.

### AMERICAN VARIETIES - Domestic Seeds.

VARIETY	Description	Price Per Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	2 ozs.	4 ozs.
<b>AMERICA:</b> Sometimes listed as Early Pansy America and more recently has been taken up by European seedsmen as Peter Pan. Short maturity period and preferred by many plantsmen, especially in spring indoor planting. Medium giant very free flowering, round and somewhat flat. Good color range. ....		\$ .90	\$1.50	\$2.75	\$5.25	\$10.00	\$17.50 \$30.00
<b>GENEVA GIANTS:</b> A select strain of Super-Swiss. ....		1.00	1.80	3.50	6.25	12.00	22.00 35.00
<b>JUMBO MIXED:</b> (Steele) First generation Harrold grown from originators stock seeds. Very large of fair substance and reasonably short development. We have been roguing out some of the excessiveness in yellow. A good market sort. ....		1.00	1.75	3.25	6.25	12.00	22.00 35.00
<b>MAPLE LEAF GIANTS:</b> Sometimes called Canadian Giants. A robust, compact plant in its early stages but as young plants somewhat shy on number of bloom. Flowers are large, color range fair though limited and development time longer than average. ....		.90	1.50	2.75	5.25	10.00	17.50 30.00
<b>ORCHID PASTEL:</b> Variously called Butterfly or Hybrids. The high rate of light and pastel shades, usually with light centers having small blotch or penciling lends variety to any selection. Should be grown in more protected situations than other pansies. ....		1.00	2.75	5.00	8.00	15.00	30.00 50.00
<b>MASTERPIECE:</b> This type originated in Europe and is the most frilled and ruffled of any Pansy. Colors are rather dark with large blotch and flowers are only medium large. Develops slower than average. ....		.90	1.50	2.75	5.25	10.00	17.50 .....
<b>OREGON GIANTS:</b> Large flowers of good substance. The color range is quite varied and of blended types. Plants tend to produce a single large bloom by selling time but size falls off as more blooms come. Plants are somewhat more subject to mildew and centrospora acerina. Develops average. ....		1.00	2.00	3.75	6.25	12.00	22.00 35.00
<b>SUPER MAPLE LEAF:</b> Improved re-selection of the original Maple Leaf with better color range. ....		1.00	1.75	3.25	6.00	11.00	20.00 32.50
<b>SCOTTISH EXHIBITION:</b> A nice blotched and spotted blend in a little different color range. Not too often seen in the American market. ....		1.00	1.75	3.25	6.00	11.00	20.00 32.50
<b>SWISS GIANTS:</b> This type has had much vogue in recent years and is of the "fancy" type. This strain carries both 3 and 5 blotched types and the color range is somewhat dark and brilliant. A good basket Pansy when well grown. Development about average to slow. ....		.90	1.40	2.50	4.50	8.00	15.00 25.00
<b>SUPER-SWISS:</b> Similar to the above but selected to more flowers with the full 5 petal blotch. Otherwise habits about the same. ....		1.00	1.50	2.75	5.00	9.00	17.00 28.00
<b>DWARF SWISS:</b> Selected to a more dwarf plant habit and the flower range of Super Swiss. ....		1.00	1.50	2.75	5.00	9.00	17.00 28.00

### EUROPEAN VARIETIES - Imported Seeds.

<b>BUGNOT'S SUPERB BLOTCHED:</b> Dark shades with very heavy centers. Medium large and average development. ....	.60	1.00	1.75	2.75	5.00	9.00	16.00
<b>CASSIER'S 3 AND 5 BLOTCHED:</b> Many mauve and steel blue shades as well as bronzes. Fair size and average development. ....	.60	1.00	1.75	2.75	5.00	9.00	10.00
<b>ENGLEMANN GIANT:</b> An English strain of light and dark shades. ....	.90	1.50	2.50	4.50	8.00	15.00	25.00
<b>ENGLEMANN SPECIAL:</b> From same stock but more select coloring and brighter shades. ....	1.00	1.75	3.25	6.25	12.00	25.00	35.00
<b>ORCHID FLOWERED MIXED:</b> Many delicate pastel shades. Flowers not large but coloring of interest. ....	1.00	2.00	3.25	6.00	11.00	.....	.....
<b>SWISS GIANTS IMPROVED:</b> A good standard strain. ....	.60	1.00	1.75	3.00	6.00	11.00	20.00

Trade Packets contain about 1,000 seeds.

## *Imported* SEPARATE COLORS - -

These are interesting and useful but not as large flowered as the American Strain seeds listed just a page or two back. For the fancier interested in types they are interesting and they work out well where a specific color is desired for formal planting when the shade is not available in the larger flowered group. Much of this seed is used by Park Departments and Estates for mass color effect at low cost. The Hiemalis or Ice Pansy is desirable where extreme hardiness is desired and they have as short a development time as any of the Pansies. Flowers of this type are about half way between the Pansy and Viola but is more rounded in form than the Viola.

### TRIMARDEAU GIANT BEDDING - French Type.

VARIETY	Color	Price Per	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1 oz.
ADONIS:	Light blue with white eye. ....	.50	\$ .50	\$ .90	\$1.50	\$2.50	\$4.50
AUREA PURA:	Pure, intense golden yellow. Very showy. ....	.50	.50	.90	1.50	2.50	4.50
CANDIDISSMA:	An excellent snowy white of good form. ....	.50	.50	.90	1.50	2.50	4.50
CARDINAL RED:	One of the nearest bright red Pansies. ....	.50	.50	.90	1.50	2.50	4.50
KING OF THE BLACKS:	Blackish purple. Smaller than Black King. ....	.50	.50	.90	1.50	2.50	4.50
LORD BEACONSFIELD:	Lower petals violet-blue with white top. ....	.50	.50	.90	1.50	2.50	4.50
LIGHT BLUE:	A soft French blue of attractive hue. ....	.50	.50	.90	1.50	2.50	4.50
PRINCE HENRY:	A rich dark blue of striking shade. ....	.50	.50	.90	1.50	2.50	4.50

### GIANT BEDDING - Holland Type.

ORANGE KING:	Bright orange, shading apricot. Orange Giant better. ....	.60	1.10	2.00	3.00	5.00
PURPLE GIANT:	Deep royal purple of velvety texture. ....	.60	1.10	2.00	3.00	5.00
ST. KNUD:	Deep orange yellow. A different yellow shade. ....	.60	1.10	2.00	3.00	5.00

### HIEMALIS BEDDING GIANTS - Ice Pansies.

BLUE BOY:	Silvery lilac. A popular color and different. ....	.60	1.00	1.50	2.50	4.50
CELESTIAL QUEEN:	Brilliant Sky blue. ....	.60	1.00	1.50	2.50	4.50
CLARET:	Fine deep wine red shades of much interest. ....	.60	1.00	1.50	2.50	4.50
MARCH BEAUTY:	Dark velvety purple. ....	.60	1.00	1.50	2.50	4.50
NORTH POLE:	Glistening pure white. ....	.60	1.00	1.50	2.50	4.50
ORION:	Pure golden yellow. ....	.60	1.00	1.50	2.50	4.50
HIEMALIS MIXTURE:	All colors blended from separate seeds. ....	.60	1.00	1.50	2.50	4.50

## *Harrold's* VIOLA SEEDS - -

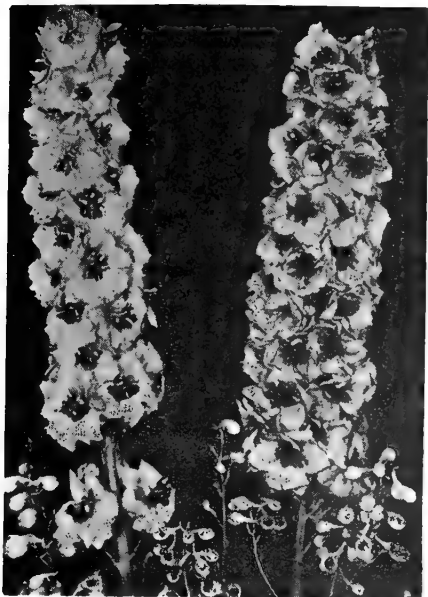
There is a special nich in every garden for some of these attractive Violas as a companion to Pansies and other plants. They make an especially nice showing with the spring Primroses. Like Pansies they can be bloomed over a long season and their culture is so much the same as Pansies that the commercial Pansy grower will find a few popular varieties useful and easily grown.

VARIETY	COLOR	Price Per	Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1 oz.
JERSEY GEM:	Outstanding violet, blue. Compact and popular. ....	\$1.00	\$2.25	\$4.50	\$ 8.00	\$16.00	
YELLOW GEM:	Very compact plant with rounded flowers of pure yellow. A very bright and free flowering sort. ....	1.00	2.25	4.50	8.00	16.00	
WHITE GEM:	A fine white companion in habit with the two other Gems. Flowers large for a cornuta viola. ....	1.00	2.25	4.50	8.00	16.00	
GEM VARIETIES MIXED:	A mixture of the above three and other colors of the same general type. ....	1.00	2.25	4.50	8.00	16.00	

### VIOLAS Cornuta and Cornuta Hybrida

ADMIRATION:	Large flowered, attractive violet-blue. ....	.60	1.00	2.00	3.50	6.00
ARKWRIGHT RUBY:	Large flowered bright ruby-crimson with blotch. The best red Viola and looks like miniature Pansies. ....	1.00	1.50	2.50	4.75	9.00
AVALANCHE:	(New) The largest flowered pure white viola. ....	1.00	2.00	3.00	6.00	10.00
BLUE PERFECTION:	A very popular royal-blue of lighter tone. ....	.60	1.00	2.00	3.50	6.00
CHANTREYLAND:	The finest pure apricot Viola. Probably the most popular Viola of the past 20 years. Makes a grand show when planted in mass with Jersey Gem or Blue Perfection. ....	.90	1.25	2.50	4.75	8.00
GEORGIA PEACH:	A new shade in Violas and one that will become very popular. The shade is delicate peach, flowers large and slightly ruffled at the edges. Plants are uniform and compact. ....	1.50	3.50	6.00	11.00	20.00
GUSTAV WERMIG:	A fine rockery type with small, star like flowers. A shade lighter than Jersey Gem and always in bloom. ....	1.00	1.50	2.75	5.00	9.50
ILONA:	Rose shade with lavender tinge. Round, medium flower. ..	1.00	1.50	2.75	5.00	9.50
IMPROVED SCOTCH BEDDING MIXTURE:	Popular, large flowered mixture with brilliant markings. Our most popular single item. ....	.90	1.50	2.75	5.25	10.00
KING HENRY:	Rich violet blue with small yellow eye. Med. size. ....	.60	1.00	2.00	3.50	6.00
LUTEA SPLENDENS:	A standard canary-yellow. Long popular. ....	.75	1.40	2.50	4.50	6.00
PAPILIO LIGHT BLUE:	Light blue with cream center. Penciled. ....	.90	1.25	2.50	4.75	7.50
PAPILIO DEEP VIOLET:	A velvety true violet shade. ....	.90	1.25	2.50	4.75	7.50
WHITE PERFECTION:	Large creamy-white. Free flowering. ....	.75	1.40	2.50	4.50	6.00

All Trade Packets on this page about 1,000 seeds.



## *Pacific Giant Hybrid* DELPHINIUM

**BLACK KNIGHT:** Really dark shades of velvety texture.

**BLUE BIRD:** A fine medium blue with white bee.

**BLUE JAY:** A very intense, brilliant blue with dark bee.

**CAMELIARD:** An exquisite pure lavender. Very striking.

**GALAHAD:** The finest pure white ever produced. Heavy in double flowering plants and comes quite true for a white.

**GUINEVERE:** A new pinkish-lavender with white bee.

**KING ARTHUR:** Royal violet-blue with white bee.

**LANCELOT:** Pure lilac with white bee.

**ROUND TABLE:** An exquisitely blended mixture of all the select, named colors.

**SIR PERCIVAL:** The newest white with black bee.

**SUMMER SKIES:** Light blue with attractive white bee.

**SEED PRICES:** Note that these are offered in 1/10th ounce units rather than geometric fractions. You'll find our prices more economical and you can buy any number of the 1/10th ounce units at the same as the full ounce rate. Minimum of each variety sold 1/10th ounce at \$1.20; 2/10ths, \$2.40; 1 ounce \$12.00; 2 ounces \$24.00. May be assorted in 1/10th ounce units.

**ASTOLAT:** A novel mixture of shades quite unusual to Delphiniums. Ranges from pale blush through pink, rose and lilac with a few raspberry shades. Dark bees. Habit same as others of this family.

**SEEDS:** Trade packet \$1.50; 1/8 oz. \$3.75; 1/4 oz. \$7.25; 1/2 oz. \$14.00; 1 oz. \$26.00.

Pacific Giant Hybrid Delphiniums are the finest available today for the American garden. Sufficiently hardy to permit culture in practically any part of the United States they come remarkably true from seeds. The plants are more resistant to disease than most other large strains. Not quite as tall as some English varieties (a definite advantage in windy locations) the stems are tough and willowy, making culture practical in exposed situations. Flowers are huge and percentage of doubles is very high when grown from our seeds.

## *Harrold's* **HARDY PRIMROSES - -**

**BLUE SHADES:** For the first time in several years we are able to offer a limited supply of both seeds and plants of blue polyanthus that has proven to be reasonably true to color. The shades range from bright azure blue to violet blue in about 75% of the plants. Flowers are large and plant habit good.

**SEEDS:** \$1.50 per packet, of about 200 seeds; 3 packets for \$4.00.

**FIRST YEAR PLANTS:** 25 for \$4.00; 50 for \$7.00; 100 for \$12.00 postpaid.

**HARROLD'S PEDIGREED GIANTS:** (Polyanthus-Veris Hybrids) An ideal spring companion to your Pansy beds. These are the largest flowered and a strain of the most varied colors to be obtained today. Available in mixed colors only the blend is most brilliant, containing reds, bronze, yellow, purple, white, pink, flame and many pastel multi-colors. Growth is robust, disease resistant and flower heads are massive. Seeds planted now will give nice plants for bloom next spring.

**PLANTS:** Year old and of good transplanting size, 50 for \$6.00; 100 for \$11.00; 250 for \$25.00 postpaid.

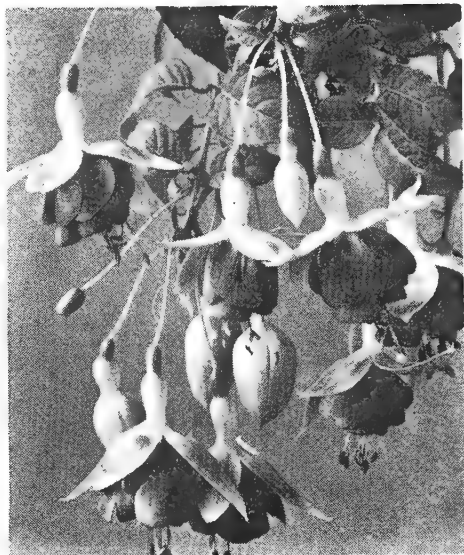
**SEEDS:** Tested germination. Packet about 300 seeds, \$1.00; 3 packets for \$2.50; 1/8 oz. \$4.00; 1/4 oz. \$7.50; 1/2 oz. \$14.00.

**AURICULA:** The popular Alpine Primrose for the shaded rockery. Flowers large in med. clusters. Coloring most varied and exclusive to this group. Each floret has a center blotch with a contrasting edge.

**CASHMERIANA:** A unique primrose not often seen. Dense heads of small florets in lilac shades. Plants about 10 inches high and free flowering.

**SEEDS:** Same price as Harrold's Pedigreed Giants and may be assorted with them on 3 pkt.





*Harrold's*

## FUCHSIA SEED

The growing of Fuchsias from seed is an enjoyable experience. Not especially difficult you are always sure to develop some new colors and types not available in named plants. Culture is relatively easy with the cultural bulletin that we supply with each order for seeds.

**SUPERLATIVE MIXTURE:** The ultimate in quality being from all hand pollinated crosses on parent plants of named varieties rated "A" or "B" class by the American Fuchsia Society. Will bloom usually in 8 months to a year from planting. Seeds germinate slowly and irregular so plant early. **PRICE:** Per packet of about 150 seeds \$2.00; 1,000 seeds \$11.00.

**DOUBLE AND SINGLE MIXED:** From a most choice collection of named parent plants in a full range of colors and types. **PRICE:** Per packet, about 150 seeds \$1.50; 1,000 seeds \$6.00.

*Harrold's*

## GLOXINIAS

These plants are of much interest to the house plant enthusiast and they do nicely in beds, boxes or urns under about the same treatment and situation as Tuberous Begonias. The culture is so similar to Begonias that no difficulty should be experienced by those who have mastered that plant. A famous garden authority has said, "to my mind Gloxinias are one of the outstanding house pot plants. They are striking and of almost perfect habit. By comparison many plants commonly grown in the house seem hardly worthwhile."

## GLOXINIA SEEDS -

Actually about the only time of the year when these seeds are not in ideal planting season is between May and July and even then they may be planted with much success. July and on through the fall months is an ideal time for planting to have blooming plants during late winter and spring. The culture is not especially difficult but will require some care as with all really fine seeded plants. We supply a culture leaflet with all orders.

**HYBRIDS GRANDIFLORA MIXTURE:** A very fine blend of colors in the long tubed, giant flowering types. An excellent selection for the small grower.

**DEFIANCE:** A brilliant scarlet shade.

**EMPEROR FREDERICK:** Scarlet, bordered white.

**EMPEROR WILLIAM:** Dk. violet, bordered white.

**MONT BLANC:** Glistening pure white.

**RIO des ROUGES:** Brilliant blood scarlet, beautifully frilled.

**VIOLACEA:** Soft violet self.

**WATERLOO:** Brilliant scarlet, deeply ruffled.

**SEED PRICES:** Any selection of these. Per packet of about 300 seeds, \$1.00; 4 packets for \$3.50.

**GIERTH'S HYBRID RED:** Very rich colored, huge flowers. Flexible leaves.

**GIERTH'S HYBRID BLUE:** Blue shades otherwise same as the red.

**GIERTH'S HYBRID WHITE:** Very fine large white.

**HARROLD'S SHADES OF ROSE:** A new super-giant type in shades of rich rose. Flexible leaves.

**PRINCE ALBERT:** Giant violet with white edge.

**SPOTTED HYBRIDS:** A new selection of the most unusual, large flowered types with spotted markings. Mostly in light shades.

**HARROLD'S GIANT FLORISTS RED:** Huge blood red flowers and plants with flexible leaves. A good shipper.

**SWISS RED AND WHITE:** A new Giant flowering strain with flexible leaves. Very attractive color and markings.

**FLORISTS GIANT MIXTURE:** A select blend of types and colors well suited to commercial culture.

**SEED PRICES:** Any selection of these. Per packet of about 300 seeds, \$1.50; 3 packets for \$3.50.







## You Can't Beat These

### CUT FLOWER *Stocks*

Our Stock seeds are supplied by three of the foremost American growing specialists and they are unsurpassed in quality. In fact, coupled with our unique pricing method these afford today's greatest value in these seeds.

## DOUBLE GIANT COLUMN

### IMPROVED EXCELSIOR

- BALL No. 1:** Lilac lavender. Large flowers.  
**BALL No. 6:** American Beauty. Deep carmine rose.  
**BALL No. 7:** Malmaison Pink. Tall blush pink.  
**BALL No. 8:** Ruby. Tall crimson-red.  
**BALL No. 9:** Chamois Pink Improved. Rosy-buff.  
**BALL No. 11:** Pink. Rose pink, lighter than No. 22.  
**BALL No. 14:** Rose Pink. Deep rose pink.  
**BALL No. 16:** White Improved. Fine florist white.  
**BALL No. 20:** Apricot. Creamy buff, late.  
**BALL No. 21:** Purple Heart. Tall blue-purple.  
**BALL No. 22:** Supreme. Outstanding silvery rose.  
**BALL No. 24:** Deep Apricot. Deeper than No. 20.  
**AVALANCHE:** NEW early giant white.  
**GARDENIA:** Giant, glistening white.  
**ILLUSION:** Deep scarlet.  
**PASTEL LAVENDER:** Live delicate color. New market shade.  
**ROYAL PURPLE:** Deeper than Ball No. 21.  
**SILVER LILAC:** Very fine lavender.  
**WHITE GIANT:** Earliest, tallest white.  
**YELLOW WONDER:** Best cut-flower yellow.  
**FLORISTS MIXTURE:** A well blended mixture for general use.  
**PRICES:** Our uniform price of \$9.00 per ounce is the lowest in the industry for quality seeds of freshest crop. You can still buy the 1/10 ounce at 90¢; 2/10 ounce at \$1.80 etc.

## DOUBLE GIANTS OF CALIFORNIA

Heavier than Imperial Bismark. Closely planted they produce one huge terminal spike.

Given more room laterals are also developed.

- GOLDEN GATE:** A good yellow.  
**MOJAVE:** Rich velvety purple.  
**MONTEREY:** Very fine shade of pink.  
**PACIFIC:** An attractive shade of blue.  
**REDWOODS:** Deepest blood red.  
**SANTA BARBARA:** Pink overlaid buff.  
**PRICE:** Our uniform price of \$4.50 per ounce is the best you'll find. 1/10th ounce 45¢.
- SANTA MARIA:** Best branching type white.  
**SEQUOIA:** Rosy carmine.  
**TAHOE:** A valuable lavender.  
**YOSEMITE:** A fine shade of rose.  
**EXQUISITE MIXED:** Blended from the entire variety group from seeds grown separately.

## EARLY COLONIAL

Base branching with no terminal spike they give a number of large heads.

- MAYFLOWER:** Bright crimson-rose.  
**PRISCILLA:** Silvery lavender.  
**PURITAN:** Heavy pure white.  
**PRICE:** Our uniform price of \$5.00 per ounce also applies to 1/10th ounce at 50¢.
- ROSE STANDISH:** Bright rose.  
**GROWERS BLEND:** Well balanced in all the shades of this group.

## DOUBLE GIANT IMPERIAL - Improved Bismark

- ANTIQUE COPPER:** Copper red.  
**APPLE BLOSSOM:** Delicate pink.  
**BLOOD RED:** Ruby red.  
**BUTTERCUP:** Deep yellow.  
**CHAMOIS:** Ivory and old rose.  
**DARK BLUE:** As named.  
**ELK'S PRIDE:** Royal purple.  
**FLESH:** Bright coral pink.  
**PRICE:** Our uniform price of \$4.00 per ounce also applies to 1/10th ounce at 40¢.
- GOLDEN BALL:** Best yellow.  
**GOLDEN ROSE:** Rose flushed cream.  
**LAVENDER:** Silvery lilac.  
**LILAC:** Medium lilac-blue.  
**ROSE:** Deep rose pink.  
**SHASTA:** Tall pure white.  
**BISMARK MIXED:** All shades blended.

# NOVELTY FLOWER SEEDS

THE FOLLOWING ITEMS are recent additions to our extensive line of specialty seeds, in a few cases new this year. These new items are so noted and these are not all available for immediate delivery but will be as quickly as new crop - fresh seeds come in. They will be available for normal seasonal planting and where ordered along with your regular order, if not yet in will be sent separately as quickly as possible. In many cases special cultural bulletins will be supplied with the seeds. We feel that you will find much of interest that will add variety to your gardening hobby in this list. Early ordering is to be advised on these items as supplies will be limited and we have no idea what the demand may be so orders will be shipped in sequence while supply lasts.

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## CONNOISSEUR'S BLEND

### Novelty Begonias

A most unusual offering in Begonia Seeds is made in this specially blended mixture. As you know, seeds of many Begonias are hard to procure. We have blended here, the seeds of many varieties from many sources. These include Rex, tuber-hybrida, semperflorens, metallica and several other species and hybrids. A packet of these seeds should produce a hundred plants or more and will add much to the variety of any Begonia collection or make the foundation stock for starting one. New Crop seeds soon available. Culture supplied.

SEEDS: Per packet \$2.50; 3 packets for \$6.00.

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### Rex Begonia Seeds

These seeds of Rex-cultorum are from a group of highly colored hybrids which should give you a variety of these decorative leaved Begonias that make most interesting house plants or for bedding. They are easily grown and adapt themselves well to rather common culture. The marbled and blotched leaves are their main attraction as the flowers don't amount

to much. Coming to us from a famous specialist grower, we know of no better strain to be available. Culture is no more difficult than with other plants having extremely fine seeds and a cultural leaflet will accompany each order. Shipment as soon as new crop seeds come in but order early as supply will likely be quite limited.

SEEDS: Packet of about 200 seeds \$2.00; 3 packets for \$5.00.

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## Other Begonia Seeds

**TUBEROUS ROOTED VARIETIES:** May be planted from November on to produce plants for exquisite bloom next spring and summer. May be planted through the spring but early planting advised.

**GIANT CAMELLIA DOUBLE:** The exquisite, giant flowering double that's so popular. Mixed colors.

**GIANT CARNATION DOUBLE:** A fully double sort resembling large carnations. Mixed colors only.

**CRISPA or SINGLE FRILLED:** Large flowers having heavy ruffled and frilled edges. Mixed colors.

**HARROLD'S FANCIERS BLEND:** All types and colors from a most extensive collection of types.

SEEDS: Packet of about 500 seeds which with good culture usually gives well over 100 plants, \$2.50 per packet; 3 packets assorted for \$5.00, with cultural booklet.

**GRACILLIS TYPE:** A semi-tuberous type that is free flowering and of compact habit making it well adapted for pot and house culture. A good bedding sort too.

**ADELINE:** About 8 inches high, green foliage. Color carmine-rose.

**INDIAN MAID:** Bright scarlet buds and flowers. Foliage deep bronze. About 10 inches high.

**LUMINOSA:** Dark scarlet with reddish brown foliage. About 10 inches high.

**WHITE PEARL:** Clear white flowers with bright green foliage. About 10 inches high.

SEEDS: Single packet, about 500 seeds, \$ .50; one packet each of the 4 varieties \$1.50.

**SEMPERFLORENS:** A dwarf compact growing, almost ever-blooming form of the fibrous Begonias. Makes a popular pot plant valuable both for house and summer bedding.

**BOIS de VAUX ROSE:** Pyramidal, compact growth. Foliage metallic green bordered red. 8 inches tall.

**ENCHANTRESS:** Fresh rose with green leaves. About 8 inches high.

**KING OF THE REDS:** Dwarf growing scarlet with bronze foliage.

**SCANDINAVIA PINK:** One of the largest flowering pinks with green foliage. 10 inches tall.

**WINTER ROMANCE:** Carmine-rose with green foliage. A good blooming sort.

SEEDS: Single Packet, about 500 seeds, \$ .50; one packet each 5 varieties for \$2.00.

**FIBEROUS BEGONIAS MIXED:** A grand mixture of many varieties including the 9 listed just above.

SEEDS: Packet of about 500 seeds, \$ .50.

## African Violet Seeds

In recent years these have become one of the most popular of house plants because they so well adapt themselves to this type of culture in poor lighting and even under fluorescent artificial light. Seeds have not been too readily available to the home gardener to carry on interesting cultures in which many variations can develop. We are able, however, to afford our patrons three different blends here which should prove most interesting.

These seeds may be planted over a rather extended part of the year and come into bloom in from 8 to 10 months from planting. Aside from the pure interest of their culture, growing from seeds is most apt to develop variants which may become prized additions to any collection of these plants. This offer is made subject to receipt of new crop seeds at our warehouse but as supply will probably be limited, we suggest placing your order so it will be filled in rotation while supply lasts.

**IONANTHA HYBRIDS:** A fine group of dark blue shades. **Packet, about 200 seeds, \$1.50.**

**BLUE FAIRY TALE:** Very free flowering, fast growing, purple-blue of rather uniform shades.

**Packet of about 150 seeds, \$2.00.**

**HYBRID MIXTURE:** These are seeds of a top quality collection of all shades including progeny from some of the newest named varieties. The one most apt to produce newer and unusual flowers.

**Packet, about 150 seeds, \$3.00. Cultural leaflet will be supplied with any of these.**

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## Cape Primroses - Streptocarpus

Another of the Gesneriaceae family of which Gloxinia and African Violets are other members, to some extent cultural requirements are somewhat similar. Flowers are large, fringed trumpets 4 to 5 inches across in a bright array of colors including red, pink, blue, lilac and white. For pot plants plant from April to December. Plants are stemless with broad, luxuriant, basal leaves. Easily grown in a cool greenhouse or flower window but requires a bit more room than Gloxinia. New crop July.

**WIESMOOR HYBRIDS:** A fast growing strain with many new colors. **Packet, about 200 seeds, \$2.00.**

**FINE MIXTURE:** An excellent blend of bright shades. **Packet, about 200 seeds, \$1.50.**

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## Gesneria Macrantha

Another plant of the Gesneriaceae relationship that can be readily grown along with Gloxinia and Streptocarpus. Leaves resemble the Gloxinia and an upright central stem bears many slender, tubular flowers of red and scarlet shades. An excellent pot plant. Blooms from seeds in about 9 months from planting and may be planted over a large part of the year. New crop July.

**COMPACTA HYBRIDS:** The finest blend of shades that we know of. **Packet about 200 seeds, \$1.25.**

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## Hardy Gloxinia - Incarvillea Delavayi

A native of China, these are not as often seen as they deserve. We offered them for several years and then, because of shortage in seed supply, we had to miss them for a time. A limited supply is again available. They have been of much interest to many of our gardeners.

Plants are about 2 feet high and flowers are rather large, rose-purple with a yellow tube. While incorrectly called a Gloxinia, they do resemble them in growth. They thrive in a rich, light soil that is well drained and in a sunny border. Suitable for all outdoor culture they may require some winter protection in the extreme north and must have good drainage in winter anywhere.

**SEEDS:** Packet of about 300 seeds, \$1.00; 3 packets for \$2.50.

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## WALLFLOWER - PERENNIAL

A subject that deserves more attention by the American gardener. They are widely used in European gardens and give much bright color in the garden when few other flowers are in bloom in early spring and not many at that time have their flashing colors. They like a sweet, loamy soil in sun or semi-shade, the latter preferably. Sow the seeds in summer or early fall or they may be started in a cold greenhouse in spring. Blooms spring following fall planting and will make a beautiful display for several years.

**BACCHUS:** Large flowers of pure wine-red on plants 18 to 20 inches high. Very attractive.

**COVENT GARDEN:** Immense spikes of brilliant crimson. Plants about 20 inches high.

**GOLDEN KING:** Plants 22 inches high with large flowers of deep, golden yellow.

**GOLDEN STANDARD:** A popular American sort of bright yellow.

**SPLENDID MIXTURE:** A blend of many shades characteristic of these plants. Branching habit.

**SEEDS:** Per packet (liberal) 50¢; ¼ oz. \$1.00; ½ oz. \$1.50; 1 oz. \$2.50.



THIS PICTURE: Shows C. W. Harrold in a growing field of Harrold's Pedigreed Strain, American Grown, Tuberous Begonias, Sept. 1953. The field in which he stands shows about 5 acres while Begonia cultures extend to beyond the second line of windbreak trees above his head. The climate is so favorable where these cultures are grown that as far as we know it is the only location in the United States where outdoor, open field growing is possible.

## **Book BEGONIAS NOW** FOR DELIVERY FROM 1954 HARVEST

It is now time to consider placing your order for your Begonia Tubers for the 1955 spring season and we are ready to make these bookings. The advisability of placing orders for this stock in advance of harvest is pressing for selections seldom remain complete because of the fast growing popularity of these plants. Our wholesale stock is always limited.

No better stock than Harrold's Pedigreed Strain, American Grown Tuberous Begonias can be obtained. They are backed by the most experienced growers in America, grown in a locality that is so favorable that culture is possible in open fields where most cultures must be in greenhouse or under lath. This is the only stock we know of that is so grown and undoubtedly this tends to develop a more sturdy constitution in this stock.

In comparison with imported tubers, American Strains are more highly developed and give better results. The colors are most uniform, plant habit unexcelled and the bloom size and form has no equal.

### **FOR DELIVERY AFTER HARVEST - JANUARY 1955**

On the following page will be found a very complete selection of types, colors and tuber sizes from which to select. Orders will all be booked subject to crop and filled in sequence of the receipt of the order. Stock is usually ready for shipment after the middle of January.

We ask that in placing the order that you specify whether we can or can not make any substitution in size, coloring or type so that in event of crop shortage we shall know how to proceed. We expect to fill practically all orders as given. Where we are allowed to up or down grade size one size or where a similar shade may be sent in case of shortage it sometimes avoids delay and disappointment.

All advance orders should be accompanied by at least 25% of the total amount of the order and if all the remittance is sent you may deduct 2% from the total remittance. There is no packing charge and except as specified on individual items prices are F. O. B. Grants Pass, Oregon.



# Harrold's Pedigreed Strain

## AMERICAN GROWN

# TUBEROUS BEGONIAS

### STANDARD COMMERCIAL TYPES

This group covers the most popular group of types in a full range of colors and they are both the most practical items of the line for quantity production as well as being in greater supply.

SIZE	Price Per	25	100	250	1,000
1" to 1¼" Diameter .....		\$2.25	\$ 7.00	\$16.50	\$ 60.00
1¼" to 1½" Diameter .....		3.00	10.00	22.50	80.00
1½" to 2" Diameter .....		4.50	15.00	35.00	130.00
2" to 2½" Diameter .....		6.00	20.00	47.50	175.00
2½" and up when available .....		8.00	25.00	60.00	225.00

Minimum quantity 25 of an item - type or color.

#### DOUBLE CAMELLIA FLOWERED:

The largest flowered by far and the most popular of all the Tuberous Begonias. This strain is the very latest improved type of this ruffled Camellia type with huge flowers and the most brilliant colors.

**COLORS AVAILABLE:** Red, pink, salmon, scarlet, orange, apricot, rose, yellow, white, blush, salmon-pink, ivory or they may be had in a fine mixed blend.

#### GIANT CARNATION FLOWERED: (frimbriata plena)

Double frilled with petals laciniated giving the appearance of huge Florist Carnations when well grown. Easily the second most popular type of this family.

**COLORS AVAILABLE:** Yellow, salmon, white, pink, orange, red or in a fine color mixture.

#### CRISPA or SINGLE FRILLED:

This strain is much improved stock with profusely ruffled and frilled single flowers. The coloring is very brilliant and attractive. To be preferred over the old-fashioned singles.

**COLORS AVAILABLE:** Yellow, rose, white, pink, orange, red or in a fine color mixture.

#### HANGING BASKET or LLOYDII (pendula)

The trailing habits of this type adapts it well for both hanging baskets and box edgings as well as for rockeries. Plants often have literally hundreds of blossoms. This has been very popular with most florists.

**COLORS AVAILABLE:** Yellow, salmon-pink, red, rose, white, orange or in a fine color mixture.

### NOVELTY TYPES

SIZE	Price Per	25	100	250	1,000
1" to 1¼" Diameter .....		\$3.00	\$10.00	\$22.50	\$ 80.00
1¼" to 1½" Diameter .....		4.50	15.00	35.00	130.00
1½" to 2" Diameter .....		6.00	20.00	47.50	175.00
2" and larger .....		7.50	30.00	60.00	225.00

Minimum quantity 25 of an item - type or color.

**CRISTATA or CRESTED:** A single frilled type having a tuft or pompon on each petal giving a very frilled effect. Flowers quite large and many have two-tones. Available in mixed colors only.

**MAEMORATA:** A medium flower of Camellia form mottled white on rose. Quite striking.

**MARGINATA:** Similar in type to Crispa but with a contrasting border around each flower petal. Available in two colors your choice - white with pink border or salmon with copper edge.

**MULTIFLORA:** A strain of these with unusually good breeding. Unexcelled for bedding or pot plants with their symmetrical plant form and freely produced, small double flowers. Color range is from white to red but this strain available in mixed colors only.

**PICOTEE DOUBLE:** These are a most attractive flower of Camellia form. The edges of the petals have a picotee edge of deeper shade on attractive pastel grounds. The color range differs from that of the most commonly offered Picotee from Europe. Mixed pastel shades only.

**ROSEBUD:** In form resembles the Hybrid Tea Rose and a most popular pot plant. Many flowers have two shades. They have the same tendency of Roses, quite beautiful form in bud then flatten when full-blown. Colors in a well blended mixture only.

# OUTSTANDING NAMED BEGONIAS

## *The Santa Group*

One of the latest developments in fancy Tuberous Begonias and Harrold's have been one of the few firms privileged by the originator to offer the complete line. The members of this group have all been bred to be outstanding and each tuber is selected for color, form and improved habit of growth.

**SANTA ANA:** Huge double bright orange. Strong stems that bear the flowers well.

**SANTA BARBARA:** Deep yellow of the most outstanding shade. A very popular one.

**SANTA CATALINA:** NEW brilliant orange scarlet with fluorescent sheen. Very eye catching.

**SANTA CLARA:** Apricot. The long petals form a very deep flower of outstanding substance.

**SANTA MARGARITA:** Light pink. A beautifully double ruffled flower.

**SANTA MARIA:** New in '53 this fine pure white is most desirable.

**SANTA PAULA:** A super-giant light salmon. With good culture makes a wonderful show.

**SANTA ROSA:** Luminous deep rose. An exquisite shade. Sturdy plant and flower stem, huge blooms.

## *Named Novelties*

**AUTUMN GLOW:** Very large Cristata with crests of copper on an apricot ground. Flowers sometimes as much as 10 inches across. Subject to some variability with situation.

**RED TRIUMPH:** Ruffled Camellia type. Deep ruby-red, velvety texture. Very large when well grown.

**SUNSET:** Profusely frilled Crispa type of fine size. Color striking, copper with red edge.

**STARS AND STRIPES:** Novelty Double Camellia flowers, not large but produced in great numbers. Color is dark red speckled and striped with white.

### **TUBER SIZES AND PRICES:**

The tubers of all the above list will not be graded to size but all will be of a size that will produce fine plants when given normal culture. Production is limited because of the extreme selection standard practiced and therefore this grading will not be altered.

**PRICE:** 6 of an item for \$3.50; 12 of an item for \$6.00; 25 of an item for \$12.00; 50 of an item for \$22.00; 100 of an item for \$40.00.

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## FANCIERS BLEND

This is a blend that has met with much popularity with our smaller customers for it gives a wide selection of colors and types, some not found in any of the other stock we list here. This blend carries both standard commercial and named types and we also include in it a liberal portion of seedling produced tubers from experimental work. This adds much variety making a nice selection from which to sell pot plants when they come into bloom. It is said that the Tuberous Begonia is the mockingbird of the flower world and this blend substantiates that as nearly as any available. Some of the imitations of flower form include Camellia, Carnation, Crispa, Cristate and Rosebud with such type breaks as the new Duplex, Peonie, Dahlia, Cactus, Hibiscus and Ruffled forms including newer colors of the Picotee type. About 5 to 10% Pendula types are included in both the Lloydii and Camellia form if desired. These are a blend and the types mentioned are not available under this schedule separately.

### **TUBER SIZES AND PRICES:**

**SMALL:**  $\frac{3}{4}$ " to  $1\frac{1}{4}$ " diameter, \$1.75 per doz.; 25 for \$3.00; 50 for \$5.50; 100 for \$10.00; 250 for \$20.00. **MEDIUM:**  $1\frac{1}{4}$ " to 2" diameter, \$3.00 per doz.; 25 for \$6.00; 50 for \$11.00; 100 for \$20.00; 250 for \$40.00. **PREMIUM SIZE:** 2" and up, \$5.00 per doz.; 25 for \$9.00; 50 for \$17.00; 100 for \$32.50; 250 for \$65.00.

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## PROPAGATING TUBERS

Small tubers from  $\frac{1}{2}$ " to 1" diameter which are produced from late sown seedlings. With suitable culture these will produce larger plants more quickly and with less cultural exactness than culturing from seed planted now. They make nice plants for spring and early summer sale from 3 or 4 inch pots and when bedded out usually give good bloom from August until frost. As these are the last stock to be harvested they can not be shipped before about the end of February at the earliest.

**CAMELLIA TYPE:** In mixed colors only.

**CARNATION TYPE:** In mixed colors only.

**CRISPA TYPE:** In mixed colors only.

**PENDULA TYPE:** In mixed colors only.

**FANCIERS MIXTURE:** All types and colors in mixture.

**PRICE:** 50 of an item \$3.00; 100 for \$5.50; 250 for \$12.50; 1,000 for \$45.00. These will be postpaid.

*Pan American*

# PETUNIA ORIGINATIONS

This group of Petunias have had much popularity in the past several years. They are outstanding in quality and you will find them a valuable group for your bedding plant and pot plant operations. Allegro was rated Top Annual 1950 by Men's Garden Clubs of America. Ballerina was All American Winner for 1952 and Comanche was A. S. S. selection 1953.

## DOUBLE FLOWERED TYPES:

**ALLEGRO:** Scarlet salmon in bud opening bright deep salmon. Fully double fringe 3½'' to 4'' flowers. A dwarf vigorous grower base branching. About 12'' high, 24'' spread. An all purpose variety.

**CAPRICE:** A bright rose of attractive shade. Other characteristics similar to Allegro.

**MINUET:** Orchid-lavender, some blooms variegated. Taller than the two above (18'') but about the same spread. Pinching in early growth suggested for better plant form.

**NOCTURNE:** Violet-purple - dark. Flowers medium large - 3'' to 3½'' but fully double fringed. Plant habit medium tall (15'') with 24'' spread. A good bedding sort.

**RHAPSODY:** Burgundy wine-red. Large flowered - 3½'' to 4'' and fully double fringed. Uniformly dwarf 12'' by 24'' and freely base branched. Very excellent.

**SONATA:** Pure white. Large flowered - 3½'' to 4'' and freely fringed full double. Medium dwarf - 18'' by 24''. Suggested March 1st planting for May 1st setting. Pinch early in growth for better form.

**PRICES:** Originators seeds, ½ Trade Packet \$2.75; Trade Packet \$4.50; ¼ oz. \$8.50; ⅛ oz. \$16.00; ⅓ oz. \$29.50 per item.

**GLORIOUS MIXTURE:** A formula mixture, from straight colors. Percentage is as follows: Allegro 25; Caprice 35; Minuet 5; Nocturne 5; Rhapsody 10 and Sonata 20. Pinch taller plants to uniform height. Be sure to transplant ALL, not just the stronger plants as weaker plants in double Petunias are usually the best doubles.

**PRICE:** ½ Trade Packet \$2.25; Trade Packet \$4.00; ¼ oz. \$7.60; ⅛ oz. \$14.45.

**AMERICA IMPROVED:** Bright rose. Flowers about 2½'', full double plain edged. Vigorous 16'' by 20''.

**PRICE:** Trade Packet \$2.50; ¼ oz. \$4.50; ⅛ oz. \$8.00.

## F/1 HYBRID GRANDIFLORA TYPES: A very outstanding type.

**BALLERINA:** A. A. S. 1952. Soft glowing salmon, 3½'' to 4'' well fringed and free flowering. Dwarf, compact-spreading 12'' by 2' to 3' spread. Set at least 20'' apart.

**BOLERO:** Bright rose-pink. Flowers 3½'' to 4'' ruffled and slightly fringed. Good habit 15'' by 20''.

**LA PALOMA:** Pure white, yellow throat. Well fringed and free flowering.

**TANGO:** Deep scarlet-salmon. Deeply fringed 3½'' to 4''. Plant 12'' by 24''.

**PRICES:** ½ Trade Packet \$1.35; Trade Packet \$2.50; ¼ oz. \$4.50; ⅛ oz. \$8.00.

## F/1 HYBRID MULTIFLORA:

**COMANCHE:** A. S. S. 1953. Scarlet red - the deepest red Petunia. Very free flowering 2½'' base branching. Plant about 1' by 18''. A grand bedding sort.

**LINDA:** Clear, light salmon-pink. Very free flowering 2½'' to 3''. Compact plant 15'' by 24''.

**PRICE:** Trade Packet \$1.75; ¼ oz. \$3.50; ⅛ oz. \$6.50.

## DWARF ERFURT TYPE: Dwarf plant habit fringed flowers.

**BOSITA:** Soft rose, netted or cream throat. Ruffled and fringed 3½'' to 4''. Plant dwarf and compact - vigorous 12'' by 12''. Perfect for pots.

**CARMENCITA:** Deep scarlet salmon. Fringed and uniformly dwarf - 10'' by 12''.

**PRICE:** Trade Packet \$1.50; ¼ oz. \$2.00; ⅛ oz. \$3.50.

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## Some Unusual Tools

The hoe is probably one of the most universally used of garden tools but one that has received but slight improvements despite all of our recent developments. We offer here some new items of much improved design and material. All prices are net, delivered.

**THESE HOES:** are all made with solid shanks set into the handle with hot babbitt. They will not loosen up or break off. The blades are made of STAINLESS STEEL, wafer thin for easy penetration and they do hold an edge better. The Stainless steel blade stays bright, never rusts and is always in good working condition regardless of how cared for. Tubular Aluminum handles are available.

No. 1 - A triangular two edged blade a favorite pattern. Wood Handle \$2.25; Aluminum \$2.85.

No. 5 - Conventional high blade hoe, 6 inch cut. Wood handle only \$2.25.

No. 11 - FLORIST SPECIAL triangular blade for very close, fine work. Wood handle \$2.00; Aluminum handle \$2.50.



### BEST VARIETIES

Cineraria are always a popular winter and spring pot plant and the varieties listed at the right are probably the best general selection that you will find in them. These seed come to us from foremost specialist growers and are of excellent strain.  $\frac{1}{4}$  ounce has about 3,000 seeds and will probably produce 1,500 to 2,000 plants.

## CINERARIA

### SEEDS

**CRAMERS PRIZE:** (Reselected) Very large heads, medium small flowers in rich shades mixed. Per 1,000 seed pkt. \$1.25;  $\frac{1}{4}$  oz. \$2.00;  $\frac{1}{8}$  oz. \$6.00.

**C. S. & M. MIXED:** A universal blend of Cramers, Sitters & Multiflora that meets general average need. 1,000 seed pkt. \$1.00;  $\frac{1}{4}$  oz. \$1.90;  $\frac{1}{8}$  oz. \$5.50.

**HOWARD AND SMITH CALIFORNIA SUPER GIANTS:** Outstanding large flowers often 4 inches across in large basal branched heads. Plants 12 to 16 in. tall and color range brilliant and varied. 1,000 seed pkt. \$1.25;  $\frac{1}{4}$  oz. \$2.50;  $\frac{1}{8}$  oz. \$9.00.

**MULTIFLORA NANA HYBRIDA:** Attractive flowers of medium size in large heads with yellow centers. Mostly self colors. A compact, good shipper. 1,000 seed pkt. \$1.00;  $\frac{1}{4}$  oz. \$1.50;  $\frac{1}{8}$  oz. \$5.50.

**SITTERS RAINBOW MIXTURE:** Immense heads of medium flowers with white eye and small foliage. 1,000 seed pkt. \$1.25;  $\frac{1}{4}$  oz. \$2.00;  $\frac{1}{8}$  oz. \$6.00.

## Florist Strain LARKSPUR SEEDS

Larkspur have for many years been a valuable cut-flower crop with many florists and they are also a showy garden plant. We offer here the selected best of this family all in the finest American seeds and varieties. Prices quoted are in units specified of each variety. The pound rate may be applied to any item of 6 ounces or more.

**REGAL STRAIN:** Has the desirable height and has branching habits of Giant Imperial, but florets are more like Delphinium. They are vigorous and early and the stems are tough. Flower heads are of excellent form and closely spaced.

**DARK BLUE:** Deep violet-blue.

**LIGHT BLUE:** Blue Bell shade. Regal habit.

**LILAC:** Pure clear lilac.

**PINK:** Brilliant pink on salmon ground.

**SEED PRICES:**  $\frac{1}{4}$  oz. \$ .40; 1 oz. \$1.50; Pound \$16.00.

**SUPREME:** A new, large flowered strain of excellent commercial quality. Florets closely spaced on large spikes, capable of forcing. Base branching.

**DARK BLUE:** Bright violet purple.

**LILAC:** Exceptionally clear salmon.

**PINK:** Rosy pink.

**ROSE:** Deep rose, deeper than Rosamond.

**SEED PRICES:**  $\frac{1}{4}$  oz. \$ .40; 1 oz. \$1.50; Pound \$14.00.

**SUPER MAJESTIC:** The tallest of the Larkspur and having heavy spikes.

**DEEP CARMINE:** A striking shade.

**LAVENDER:** Medium rosy lavender.

**LIGHT BLUE:** Good color tone.

**ROSE PINK:** Rich, creamy rose pink.

**SEED PRICES:**  $\frac{1}{4}$  oz. \$ .35; 1 oz. \$1.30; Pound \$12.00.

**GIANT IMPERIAL:** Base branching. The old favorite.

**BLUE BELL:** Azure blue, lavender tinge.

**BLUE SPIRE:** Deep violet blue.

**CARMINE KING IMPROVED:** Carmine rose.

**DAZZLER:** Rich carmine-scarlet.

**EXQUISITE PINK IMPROVED:** Soft pink.

**GLORIA IMPROVED:** Deep salmon-rose.

**LILAC KING:** Rich lilac.

**LILAC QUEEN:** Lilac-blue.

**SEED PRICES:**  $\frac{1}{4}$  oz. \$ .30; 1 oz. \$1.25; Pound \$12.00.

**ROSE:** A rich florist's shade.

**SALMON ROSE:** Very rich salmon rose shade.

**WHITE:** Pure. Superior to White King.

**REGAL MIXED:** A formula blend.

**SALMON:** A fine true salmon.

**WHITE:** Clear glistening white.

**SUPREME MIXTURE:** All shades grown separately and blended to formula.

**DEEP SALMON PINK:** Excellent florist's shade

**WHITE:** Large pure white.

**MAJESTIC FORMULA MIXED:** Blended.

**LOS ANGELES IMP.:** Brilliant pink.

**MISS CALIFORNIA:** Deep salmon-rose.

**PINK KING:** Soft salmon-rose.

**ROSALIND:** Salmon-rose. Shatterproof.

**SWEET LAVENDER:** Lavender-blue.

**WHITE KING:** Glistening pure white.

**WHITE COCKADE:** Large pure white.

**IMPERIAL MIXTURE:** Full range blend.

## HORTICULTURISTS SINCE 1902

# GRANTS PASS

OREGON, U. S. A.

NAME .....

STREET ..... ROUTE ..... BOX NO. ....

POST OFFICE ..... MAIL ZONE ..... STATE .....

PLEASE PRINT ADDRESS.

**LIMITATION OF LIABILITY:** Because of the variability of culture and climate as well as the skill of different gardeners, no warranty, either expressed or implied, can be given relative to productivity or crop produced by any seeds, bulbs or plants. Therefore any liability on the part of Harrold's, the seller, is understood to be limited in all cases to the value of the actual purchase price received by them. Instructions relative to all claims will be found on our invoice accompanying every shipment.

QUANTITY	ARTICLES WANTED	PRICE	
<b>TOTAL or CARRIED FORWARD</b>			

**PLEASE READ TERMS OF SALE ON BACK OF THIS SHEET BEFORE ORDERING.**

CUT ORDER BLANK OUT ALONG THIS LINE



[illegible]

# PLANTING SCHEDULE FOR PANSIES and VIOLAS FOR THE COMMERCIAL GROWER

These suggestions are made as a guide to commercial growers of Pansies and Violas as a guide to those who have not before been planting them or to refresh the memory of the old grower that it is now time to plan for spring sales.

## **NORTHERN STATES:**

This includes all states where frosts come early and where the plants should be given a good start to winter well.

For bedding types plant first planting during July, usually sometime between the 15th. and 20th. A second planting should be made about Aug. 1st. and a third planting the 15th. to 20th. These will develop successively giving a good supply of prime plants throughout the entire spring selling season.

## **INTERMEDIATE STATES:**

This includes all states where frost is not to be expected until after the middle of October and where winters are seldom much below zero. Early planting here is not so essential, advisable or in some cases not to be recommended.

Spring sales stock here should be planted no earlier than the last week of July with a second planting about Aug. 15th. and a third planting the end of August. In spite of later planting more winter growth occurs and early planting may result in plants too large when sales season starts.

## **WARM SOUTHERN STATES:**

This includes all areas where temperatures are not apt to drop below 10 to 12 degrees above zero as well as those where the Pansies will grow and bloom all winter as in the Southern States, and along the Pacific Coast. In fact in many of these areas Pansies should be grown as a winter flower.

Fall and winter sales stock should be planted from Aug. 1st. to 10th. These will bloom by Thanksgiving in these climates. A second planting should be made about mid-Aug., a third around Sept. 1st. and a last planting Sept. 10th. to 15th.

## **SPECIAL PURPOSE VARIETIES:**

This includes Cut-flower and Pot Pansies for winter culture indoors.

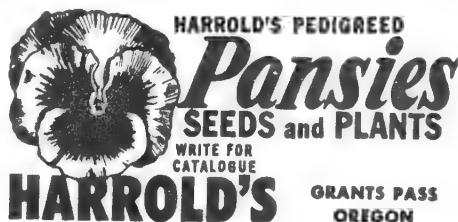
Plant early and through Sept. Should be grown with same treatment as bedding stock until they reach early bud stage when they are brought indoors for forcing. Grow in a cool house, as far from the glass as possible and supply good ventilation and moisture.

## **TRANSPLANTING:**

Don't do this when plants are too small. They are best transplanted when they have at least 6 to 8 leaves. Use much care to transplant at proper depth - the same at which they grew in the seedling bed. In severe climates do this early enough to get over shock of setting before severe cold and ground freezing.

## **PLAN YOUR PANSY CROP NOW!**

We will probably offer but very limited quantities of Pansy plants this fall to the trade - none in spring and no Violas. Our facilities are required for seed production and retail plants. We shall be glad to refer plant inquiries to our growers who plant for this trade both at the wholesale and retail levels.





*Harrold's*C. W. HARROLD  
M. E. HARROLD*PANSY GARDENS and GREENHOUSES**Originators of The Famous Harrold's Pedigreed Strain Pansies.**GRANTS PASS, OREGON, U. S. A.*

PANSY SEASON - 1954

RE: PANSY SEEDS for SUMMER PLANTING --

We hand you herewith our SPECIAL GROWERS PRICELIST of HARROLD'S PEDIGREED STRAIN PANSIES and an extensive selection of other varieties, along with companion seeds of much interest NOW.

The HARROLD'S PEDIGREED LINE is one of the oldest in America and its development and production is the personal achievement of THE OLDEST LIVING AMERICAN PANSY SPECIALIST and one of the oldest firms in this field. Our C.W. Harrold has devoted more than 50 years to the development of this quality line. It is a line backed by many years of NATIONAL ADVERTISING, both at the professional trade and retail levels through prominent TRADE JOURNALS and POPULAR NATIONAL MAGAZINES. It has had the most extensive direct mail publicity of any specialist line in this field as we are constantly in touch with more than 8,000 professional tradesmen and 40,000 gardening enthusiasts through our catalogues and bulletins issued several times a year.

In the scope of the variety selection NO OTHER SOURCE approaches the varied selections offered in this present list. You will find a variety, strain or color to meet the most varied conditions and demand, either from HARROLD ORIGINATIONS or other American and Imported stocks.

S A L E S   A N D   A D V E R T I S I N G   H E L P S

Added to the fundamental value and quality of the line itself, with its wide advertising and acceptance, the following sales helps are supplied to you to build for you a better and more profitable selling program.

CULTURAL FOLDERS: (Sample Enclosed) an ideal promotional piece for stimulating and serviceing your Pansy sales during the current season and for years to come. EXCLUSIVELY YOURS WE IMPRINT YOUR NAME AND ADDRESS ON EACH ONE - the only address that appears on them). This is DONE AT NO EXTRA COST TO YOU. You will note that the text is clearly and expertly written. They are attractively lithographed to make a fitting presentation of your service. They are available in a way that you could not possibly duplicate so reasonably except in very large quantities. They have eye appeal and a very high practical value. Supplied at no cost, when requested at time of ordering seeds; 20 copies with the initial order of \$10.00 for HARROLD ORIGINATIONS. Two added copies will be given for each additional \$1.00 of order. YOU MAY BUY as many copies as you want, if you are growing HARROLD ORIGINAL VARIETIES (Varieties with names prefixed by Harrold's) at \$2.25 per 100; \$20.00 per 1,000; 5,000 for \$80.00 imprinted and postpaid.

WE SUGGEST - the use of these cultural booklets as advertising mail-outs. They are more effective and practical than post-cards for they stimulate actual planting of Pansies and suggest more forcefully your services. Printed envelopes - your name and address in the corner, will be supplied for them at 500 for \$6.80; 1,000 for \$10.00; 5,000 for \$35.00 postpaid. We can also print form letters or pricelists to accompany them for you.

COLOR POSTERS: We now stock these showing MODERN HARROLD'S PEDIGREED PANSIES in full brilliant color, reproduced by the latest PHOTOGRAPHIC PROCESS on a newly developed cardboard that makes a picture as striking as any color photograph. These will help you sell HARROLD'S PANSIES when displayed in your shop or sales-yard. ONE COPY WILL BE SUPPLIED WITHOUT COST with orders for seeds of Harrold's Varieties amounting to \$10.00 and an additional copy with each added \$10.00 ordered. As many more as you need, when growing Harrold's Pansies at 25¢ each; 5 for \$1.00; 25 for \$3.00 postpaid.

Yours for the Best Pansies in '55  
H A R R O L D ' S   P A N S Y   G A R D E N S

by

*W. Harrold**Harrold's Pedigreed Strain Seed and Plant Specialties for Florists*







THIS IS A  
HARROLD'S PEDIGREED  
AMERICAN GIANT

SPECIMEN OF A MODERN  
HARROLD'S PEDIGREED PANSY  
OF THE FANCY TYPE.

*Success With*  
**MODERN PANSIES**

BY  
C. W. & M. E. HARROLD



**A HARROLD PEDIGREED PANSY  
FREE FLOWERING - GIANT SIZE - ROBUST HABIT**

## **You've Selected Well**

When you obtained these plants of Harrold's Pedigreed Strain Pansies from your local plantsman you selected the highest possible quality. The seeds from which these plants were grown are backed by 50 years of specialized breeding by America's oldest living Pansy specialist and one of the oldest Pansy seed growing firms in this country.

Your local plantsman has used great discrimination in electing to grow this nationally known line, selecting these varieties from the wide selection that it affords to best meet your local climatic needs and gardening preference. He has supplied much skill and care in preparing these plants for you so that they would give the best of satisfaction.

Two of the three basic requirements have been met. The seedsman has bred into the seed the ultimate in quality and your local plantsman has supplied the know-how and care to give you a good plant. There remains only the third condition; your situation and culture, to complete the ultimate result in Pansy enjoyment. It is the purpose of these cultural suggestions supplied here to make this a relatively simple procedure for you.

# The Growing Situation

Good Modern Pansies like the Harrold's Pedigreed Strain varieties will do remarkably well under any reasonable garden situation. However, there are some growing conditions not related to the soil itself which makes for better success and they are well worth consideration in order that results will be more pleasing.

Despite old-fashioned ideas Modern Pansies ARE NOT shade-loving plants and if planted where shade is too heavy they will grow long, ill-shaped and bloom poorly, with small flowers. Possibly the ideal situation for Pansies is where they have full sunlight from early morning until 2 or 3 o'clock in the afternoon; or where they have morning and evening sun and a little protection during the hot part of the day. Moving tree shade is acceptable or the shadow of a building if some sunlight strikes the bed for several hours at some time of the day. In these situations they will bloom well longer into the warm months and with care in watering and feeding will carry over the summer in all but the hottest localities.

Planting the bed in full sunlight is preferable to full shade and if mulched on the surface of the soil and given careful watering and feeding they will give a full seasons bloom under such situations. Our seed fields are all in open sun and years of such culture has developed strains that are more tolerant of heat than formerly.

Where possible plant where there is a free movement of air though it is best not to plant in a constantly windy situation. Beds adjoining a cement or masonry foundation, cement walks or drives or any other area that is bare and draws moisture from the soil will require more care on your part to see that the plants get enough water. Drainage in all cases should be good.

## Preparing The Bed

Modern Pansies grow well in many types of garden soil, in fact it may be said that they do well in most good garden soils which have reasonable fertility, are reasonably of good texture and have good drainage. Where some little defect in the ideal soil is present the requirements are not so strict but that a suitable bed is easily built.

Fertility and structure are of prime importance too where good results are desired over a long blooming season. If soils are so tight as to bake hard the addition of humus in the form of manures (preferably cow), Peat Moss or compost will readily adjust this. These may all be freely spaded into the beds in substantial quantities. Use a bit of discretion in using fresh manures especially of the caustic types; sheep, goat, rabbit and poultry.

# The Best Of Luck

We hope that this little booklet will lead you to such good results with your Harrold's Pedigreed Strain Pansies that their culture will become an annual occasion in your gardening routine. The grower from whom you obtained these plants will be glad to serve you each season with the best and latest variety selections and plants well grown for your climate. We are both interested in your success and enjoyment of Pansies.



this booklet presented by your local  
harrold plant grower.

## FREE IMPRINTING

YOUR NAME AND ADDRESS IMPRINTED HERE FREE

## ECONOMICAL COST

On request at time of ordering seeds you are entitled to 20 of these booklets with each \$10.00 worth of Harrold's Pedigreed Strain Pansy seed purchased, without charge. You can have as many more as you wish at \$2.25 per 100; \$20.00 per 1,000, also imprinted. Available only to growers of Harrold Originations.

## INFORMATION ABOUT ORDERING

In a large, world-wide operation, such as we maintain much better service is possible when a uniform routine is followed as nearly as possible. It is not practical to cover the information given here completely in every pricelist we send out so this annual summary is given for guidance throughout the year. It will help us to serve you better where you know the normal procedure and business terms.

### FOREIGN DELIVERIES

We appreciate the extensive business from customers living outside the United States as well as that from domestic customers and in all cases we will do all we can to give good service and delivery on quality products. There is, however, problems of export and import which are beyond our control and usual procedures are given here.

**SEEDS:** In smaller quantities can usually be sent by letter post without much conflicting regulations and are usually forwarded in that manner. Larger orders may require port of entry or tariff permits. Check this and supply any papers or forms required by your country.

**BULBS OR TUBERS:** May be sent to most countries with reasonable safety but the purchaser should inquire as to regulations applying in his country and supply any special papers or forms that we are to be required to fill out at time order is made. CANADIAN customers will have to apply to Ottawa for an import permit with which will be issued a shipping label that must be forwarded to us to make shipment.

**PLANTS:** We make NO ATTEMPT to export live plants as delays in inspection makes delivery in good order doubtful.

### DELIVERY BY AIR

Air transport affords a saving in time that is of value over long distances but not much under 500 miles. It may save as much as six days turn around transcontinental.

**FREE AIR SERVICE ON SEEDS:** It has been our policy for more than 20 years to give free Air service on seeds where order arrives by air and is accompanied by full remittance. This applies to seeds only that have a per ounce price of \$5.00 or more and where order is for \$3.00 or more.

**PLANTS AND BULBS:** The cost of air transportation on these in most cases is prohibitive. By Air Parcel Post charges start at 60¢ per pound and goes to 80¢ per pound from Chicago east. Air Express is still more costly, in some cases reaching or exceeding \$1.00 per pound. Where this service is desired on this material, remit adequately to cover it or we will make balance C. O. D.

### TERMS AND CONDITIONS OF SALE

ALL OFFERS ARE SUBJECT TO CROP AND AVAILABILITY AT TIME  
ORDER IS RECEIVED.

**ORDER IN TIME:** Catalogues and pricelists are issued as nearly as practical, either just in advance or at the start of the major seasons when material offered is of a seasonal nature. We are ready to ship or book orders at time offer is released in accord with information stated. Advanced or prompt ordering of your seasons requirements at that time will make possible better service although we will at all times render the best possible service. Unless there is a special reason for not doing so we will ship all orders in sequence of their arrival just as quickly as possible. As we produce much of our stock, crop, harvest and demand may affect deliveries although seldom very much.

**MINIMUM ORDERS:** Because of present high overhead in the seed business we must decline any order for seeds amounting to less than \$1.00; for plants or bulbs amounting to less than \$2.00. We do not supply any quantities smaller than the minimum units listed. Intermediate amounts less than 100 will be supplied at the rate of the next smaller quantity listed. Where 250 of an item is quoted not less than 500 will be supplied at the 1,000 rate but otherwise 250 will be given the 1,000 rate.

**ACCOUNTS:** Remittance must accompany all orders from customers not having established an account with us. To establish an account initial order must be for \$25.00 or more and proper commercial or trade references be given allowing sufficient time to make the normal investigation of references. Where these terms are not met shipment of seeds will be made C. O. D. with a service charge of 25¢ covering additional clerical work of such forwarding. We do not ship perishable plants or bulbs C. O. D.

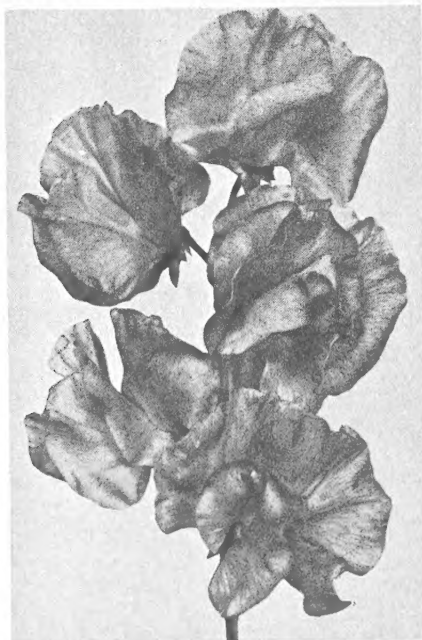
**ALL PRICES QUOTED:** Are net to that branch of the trade to which list is issued. No discounts.

**FUNDS MAY BE SENT:** By check (collectable at par), Draft, Postal or Express Money-order. Currency or coins are sent strictly at the remitters risk and should be registered. Stamps will not be accepted in an amount of more than 95¢ or in denominations larger than 10¢.

**DELIVERIES GUARANTEED:** To the extent of safety from damage in transit and proper packing when dispatched we guarantee safe arrival. All shipments will carry valid shipping papers in force and controlling at point of dispatch, clearing the health of the material shipped. It is understood, however, that sale has taken place at point of shipment and material travels as the property of the purchaser. Full instructions for obtaining any after-service required will accompany our invoice on each shipment.

**LIMITATION OF LIABILITY:** Because of the variability of culture and climate, as well as the skill of different growers, no warranty, either expressed or implied can be given relative to productivity, description or crop produced by any seeds, bulbs, tubers or plants. Therefore, any liability on the part of HARROLD'S is understood to be limited in every case to the value of the actual purchase price received. Claims of any nature must be reported promptly, as soon as normally possible to ascertain the condition reported and in accord with instructions on our invoice or service folder.





## Greenhouse Type

# SWEET PEAS

### ALL THE SAME PRICE

50¢ Per Ounce; 4 Ozs. \$1.50; Pound \$6.00; 5 Pounds \$25.00.

NOT LESS THAN 1 OZ. OF A VARIETY SOLD.

SWEET PEA SEED STILL AVAILABLE FOR EARLY SPOT DELIVERY FROM LAST HARVEST OR WE WILL HOLD FOR NEW HARVEST AND SHIP AS SOON AS AVAILABLE AS YOU PREFER. NOTE THE SAVING TO THE SMALL GROWER IN OUR PRICING POLICY ON THESE.

## EARLY OR WINTER FLOWERING SPENCER

### PINK, ROSE and SALMON SHADES.

APOLLO: Light salmon cerise.  
 BALL ROSE QUEEN: Large rose pink.  
 BALL ROSE SUPREME: Brt. silvery rose pink.  
 BOON: Large, deep salmon rose.  
 BRIDESMAID: Deep silvery pink.  
 COQUETTE: Coral pink.  
 DAPHNE: Soft salmon pink on cream.  
 HIAWATHA: Deep rose self.  
 LADDIE IMPROVED: Long stemmed giant rose.  
 MRS. H. S. REDDICK: Robust salmon pink.  
 SEQUOIA: Rich golden cerise.  
 SHIRLEY TEMPLE: Soft rose pink.  
 TOPS: Fine rose pink.

### ORANGE SHADES.

BALL ORANGE IMPROVED: Clear brt. orange.  
 FIESTA: Orange-cerise.  
 TREASURE ISLAND: Golden orange.

### BLUE, LAVENDER and PURPLE SHADES.

AMETHYST: Royal purple.  
 AVALON: New mid-blue.  
 HARMONY: Clear lavender.  
 RHAPSODY: Rosy-lavender.  
 TAHOE: Fine mid-blue.  
 TOP HAT: Deep bright violet-blue.  
 TRIUMPH: Long stemmed lilac-mauve.  
 TWILIGHT: Giant clear lavender.

### SCARLET and MAROON SHADES.

BACCHUS: Rich red-maroon.  
 MISS ALABAMA: Deep chocolate-maroon.  
 PRIDE: Long stemmed deep cerise.  
 RED WOOD: Fine crimson.

### WHITE and CREAM SHADES.

BALL WHITE: Large white. W. S.  
 HOPE IMPROVED: Pure white. B. S.  
 ORIENTAL: Rich cream. B. S.  
 WHITE CHAMPION: Giant pure white. W. S.

## CUTHBERTSON SPRING FLOWERING

These are an important addition to this highly valued group of flowers. This strain has great vigor and produces a profusion of flowers of large size and much fragrance. Their main value above this is that they flower under glass better in spring than the winter flowered types. Planted from October till February they make a good commercial crop well into late spring. Cultured outdoors they do well almost everywhere and make possible Sweet Pea culture in hot climates where these beautiful flowers were not successful before. Try them and you'll like them.

BILLY: Light carmine.  
 CAROL: Clear pink on white ground.  
 COLINE: Scarlet cerise.  
 CONNIE: Chamois.  
 DANNY: Navy blue.  
 DAVID: Bright rose crimson.  
 DORIS: Distinct cherry rose. Huge.  
 EVELYN: Salmon cream pink.  
 FLORA: Rose carmine.  
 FRANCES: Clear salmon pink, white ground.  
 FRANK G.: Rosy lavender.  
 HAZEL: Light blue.  
 HELEN: Blush pink.

JANET: White, black seeded.  
 JENNIE: White, white seeded.  
 JESSIE: Mauve.  
 JIMMY: Deep scarlet of unusual size. New.  
 KATIE: Rosy cream pink.  
 KENNETH: Crimson.  
 LIZA: Deep maroon.  
 LOIS: Clear rose pink.  
 MARION: Cream, black seeded.  
 RONNIE: Deep orange.  
 RUTH: Deep rose pink.  
 WILLIAM: Cream, rose picotee edge.  
 FINEST MIXED: All shades well blended.